

Roll No.
12000 80/60/30/40

April 2023
Master of Business Administration (MBA) Examination
(Full Time) (New) First Semester
FT-101C : PRINCIPLES AND PRACTICES OF MANAGEMENT

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. Define functions and responsibilities of Managers with reference to Contingency Management.
2. Define the following with examples :
 - (a) TOWS Matrix.
 - (b) Porters Generic Competency Model.
 - (c) Delegation and Decentralization.
3. Explain nature and purpose of planning with reference to MBO – process, benefits and limitation.
4. Describe the use of computer for controlling and decision making and the challenges created by IT as a Control Tool.
5. Discuss with relevant examples :
 - (a) Globalization and its complexity.
 - (b) Knowledge Management and Knowledge Economy.
 - (c) Neuro Managing.

Section B

6. Read the case carefully and answer the questions given below :
At a planning meeting held by the directors of Multi-Products Company Ltd. Each director presented his approach to profit and budget planning within their division. Two of the directors, Mr. Bhushan of the textile division and Mr. Ramesh of the chemical division, spent about 20 minutes each describing how their budget and profit projections were determined. Below are excerpts from their presentations :
Mr. Bhushan : As divisional manager, I believe I have the best picture of the capabilities of the whole division. So, I set the target profit and sales goals for my managers. These goals present my expectations and simply call in each of managers and give them the sales and profit goals for their departments. Their performance is then measured against the goals I have set. If manager has a question about the target, I explain my reasons for setting the goals at a particular level.
Mr. Ramesh : I feel my manager should determine the goals for their departments. I ask each manager to submit to me his projections for sales and profit. Once I receive these targets I increase them by fifteen percent to force creativity from my managers in order to achieve these modified goals. In this way I can identify my truly creative managers.

Questions :

1. Compare the approaches to planning adopted by Mr. Bhushan and Mr. Ramesh.
2. Whose style do you consider more appropriate ?
3. If you were a divisional manager which approach would you choose ?

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