

XQ-103

010-003101

**M.B.A. (CBCS) Sem.-I Examination
January-2015**

Principles of Management : CCT-10101 (New Course)

**Faculty Code : 010
Subject Code : 003101**

Time : 3 Hours]

[Total Marks : 70

Instructions : All questions carry equal marks.

1. Answer the following questions in brief : (any seven) **7 × 2 = 14**
- (1) Explain term social responsibility.
 - (2) Give list of tools of ethics.
 - (3) Define term Forecasting.
 - (4) Give meaning of Decentralization.
 - (5) Explain term job enrichment.
 - (6) What do you mean by term Budget ?
 - (7) Explain term creativity and innovation.
 - (8) Give list of types of planning.
 - (9) Define term Decision Making.
2. (a) Discuss management as Art or Science. **7**
(b) Explain Scientific Management Approach. **7**
- OR**
- (a) Explain importance and steps of planning.
(b) Explain process of Decision Making.
3. Critically examine Herzberg's theory of Motivation. Make a comparison between theories of Herzberg and Maslow. Which of these theories do you prefer in Indian context ? Give reasons. **14**
- OR**
- "A good leader is not necessarily a good manager." Discuss this statement and compare various leadership styles.
4. (a) Discuss Techniques of Control. **7**
(b) Explain Line organization with merits and limitations. **7**
- OR**
- (a) What do you mean by term Staffing ? Explain selection process.
(b) Discuss term Global Environment and Global theory of Management.

5. Read the following case and answer the question given at end :

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Mr. Rawasia joined Polar Products Manufacturing Company as Market Planning and Research Manager. There he found that Polar did not have a “Marketing information system” that could track historical business trends. On questioning the sales manager argued and insisted that there is no need of it because they know their territories well and we are doing better work than the average job in meeting their sales targets.

Then Mr. Rawasia submitted this proposal before the Director of Marketing and Information System to ‘track sales quotations’ of all sales managers. Director of Marketing thought approved this proposal on the ground that this will assist him greatly in keeping the president apprised of the sales trends. So, he directed Mr. Rawasia to develop and implement the quotation tracking system.

Mr. Rawasia framed and developed a form to collect information for each quotation submitted by the sales manager to their clients. He requested further that the sales manager should report only those quotations that had better than 50 percent chance of being real business. Mr. Rawasia called a meeting of all sales managers to explain the system, its need and its advantages. In the meeting the sales manager argued that this is an additional burden on them and the paper work would take more time from generating sales leads, but they would try to do it.

Nearly, one month passed Mr. Rawasia got report from one manager out of eight sales managers. In the meantime Mr. Rawasia received an urgent letter from the Director of Marketing that he has received a summary report of all outstanding quotations for a critical top management meeting scheduled to take place in a week. The entire line-staff prepared and submitted the necessary and requisite information required.

After going through the case answer the following questions and submit your comments :

Questions :

- (1) What was the purpose of Mr. Rawasia to collect information’s on quotation tracking system ?
- (2) What he should do in order to respond to the Director of Marketing regarding his letter ?
- (3) What relationship should exist between staff and line managers and how this should be developed in the organization ?
- (4) Give your own overall comments over the case given above ; comments.