



HDU-161100080101

Seat No. _____

M. B. A. (B & F) (Sem. I) (CBCS) Examination

November / December – 2017

Principles of Management

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1 (a) Discuss in Management as Profession.
- (b) Explain Process of Management.

OR

- 1 Define term Management. Explain features of Management.
- 2 Define term Planning. Explain importance and steps of Planning.

OR

- 2 Explain term Management by Objectives. Explain benefits of management by objectives.
- 3 Define Motivation. Critically explain Maslow's hierarchy of needs theory of motivation.

OR

- 3 Define term Leadership. Explain leadership styles.
- 4 Define term control. Explain techniques of control.

OR

- 4 Discuss in detail types of organization structure.
- 5 Read the following case and answer the questions :

The managing director of Naveen Fisheries Ltd. (NFL) received a message from one of the members of the crew that their mechanised boats sunk at sea off Paradeep Port Trust due to unfavourable weather. The other directors of NFL ascertained the detailed information regarding the incident. All the promoters were fresh graduates.

Naveen, Praveen, Nagin, Ravi and Chandra were the promoters of the organization (NFL at Visakhapatnam) with a capital contribution of Rs. 25 lakh each. Three of them had an engineering background. The other two were commerce graduates. They had thought of designing the vessels themselves so that the cost of each mechanized boat would be reduced from Rs. 30 lakh (if they bought them) to Rs. 22 lakh. They designed three boats and these were sent out with a newly appointed crew. Two vessels were sent to Paradeep and the third to Kakinada. Unfortunately, the weather was unfavourable. All the vessels sank. The crew also did not have experience. Two workers were injured and the rest arrived safely. There was significant damage to the vessels and the residue was considered scrap. The cost of scrap of the vessels was nominal. As their working capital was scarce, and they were unable to invest more capital, they were in a dilemma whether to continue the business or not.

Questions :

- (1) What were reasons for sinking of the vessels?
- (2) How could they reorganize the business?
- (3) Discuss the issues of case.
