



JBD-19MBA-101 Seat No. _____

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

December - 2019

Principles of Management : 19 MBA-101

Time : 3 Hours]

[Total Marks : 70

Instruction : All Questions Carry Equal Marks.

1 (A) Explain Process of Management.

(B) Discuss Management as Art and Science.

OR

1 Critically explain Contingency Approach of Management.

2 Define term Planning? Discuss Planning Process.

OR

2 (A) Discuss Features of Management by Objectives.

(B) Explain Process of Decision Making.

3 Define term Motivation. Critically Discuss Maslow's Theory of Motivation.

OR

3 "A good leader is not necessarily a good manager." Discuss this statement and compare various leadership styles.

4 "Communication is sharing of understanding." Comment and explain the importance and barriers of communication.

OR

4 Define term Organizing. Explain types of Organization with its benefits and limitations.

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

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 organisation?
 - (4) Give your own overall comments over the case given above; Comments
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