



BP-19MBA101

Seat No. _____

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

March - 2021

19MBA101 : Principles of Management

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instruction : Attempt any 5 questions.

- 1 Define management ? Write the process of management in detail.
- 2 What is Planning ? Planning is the first step of management, discuss the process of planning.
- 3 What is organization ? Discuss various types of organization.
- 4 Write the theory of Maslow and Herzberg.
- 5 What is the difference between cooperation and coordination ? Is coordination a separate function of management.
- 6 Write the importance of leadership. Discuss in detail leadership style with example.
- 7 Discuss the process of communication in organization.
- 8 Control is the last function of management, discuss the process of control.
- 9 Write in detail principles of effective direction.
- 10 Analyse the following case and write your report :

The modern spring company makes springs according to manufacturers specifications. It makes leaf springs, tension springs and bumper springs. Most of the springs are supplied to manufacturers of cars, trucks and buses.

The company has been experiencing misunderstandings in its line and staff relationships in recent months. The Chairman-Cum-Managing Director of the company, is searching for a suitable approach to line-staff understanding and co-ordination.

Unlike many concerns where the line does not make any use of staff help and advise, and the staff find its expedient to assume line authority, the line officers at modern appear to be subtle victims of informal staff authority. It is quiet common for the line officials to accept staff ideas and advise strictly on the basis of assumed technical competence. For example, the director of R & D completed his Ph.D. degree last year and acceptance of his ideas by line personnel is approaching 100 per cent.

Many of the staff men report directly to the managing director. The line officers in many instances interpreted the advise and counsel of these staff men as command through status. For example, the personnel manager had no difficulty last year in convincing the plant manager that the training of all employees should be part of the personnel function.

Most of the staff personnel are college trained, personable and good salesman. It has become increasingly evident to top management that command through personal qualities is operative between line and staff. For example, the publicity and public relations manager has been in particular instances, authorised to act for and in the name of line management. However, it appears that unauthorised authority gravitates to this department and is used by the manager for personal advantage.

The staff personnel at modern have not found it necessary to spread the best ideas before top management. The managing director is a firm believer in the staff function. Line management has on occasion interpreted this as command through sanction. For example, the sales manager has in recent years of the companies vigorous growth been dealing more and more with the man aging directors staff assistant in matters of special projects, developing plans and suggesting policies rather than with the managing director himself,

Questions :

- (1) How would you describe the staff way of thinking in an organization ?
- (2) Analyse informal staff authority as it is used at the company. Why does this implied authority work in many situations ? Is it good or bad ?