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MCA
(SEM I) THEORY EXAMINATION 2021-22
PRINCIPLES OF MANAGEMENT & COMMUNICATION

Time: 3 Hours**Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

| Qno. | Question | Marks | C O |
|------|--|-------|--------|
| a. | Define Management. | 2 | 1 |
| b. | Explain various level of Management. | 2 | 1 |
| c. | Discuss any two advantages of organizational chart. | 2 | 2 |
| d. | Explain Intuitive decision-making model. | 2 | 2 |
| e. | List out the qualities of a good leader. | 2 | 3 |
| f. | Discuss the need of Directing. | 2 | 3 |
| g. | Describe grapevine in short. | 2 | 4 |
| h. | Describe the meaning of interpersonal communication. | 2 | 4 |
| i. | Explain the concept of glossary. | 2 | 5 |
| j. | Discuss the concept of pitch. | 2 | 5 |

SECTION B**2. Attempt any three of the following:****3x10 = 30**

| | | | |
|----|---|----|---|
| a. | Explain the techniques of Scientific Management. | 10 | 1 |
| b. | Discuss Importance and Nature of Planning. | 10 | 2 |
| c. | Discuss Maslow's and Herzberg's two factor principles theory of Motivation. | 10 | 3 |
| d. | 'Use of technology makes our communication effective.' Illustrate. | 10 | 4 |
| e. | 'A job interview is not a test of your knowledge but your ability to use it right time.' Examine the given statement and guide the preparation for before, during and after an interview. | 10 | 5 |

SECTION C**3. Attempt any one part of the following:****1x10 = 10**

| | | | |
|----|--|----|---|
| a. | Discuss Fayol's General Principles of Management. | 10 | 1 |
| b. | Summarize the Hawthorne Experiments conducted by Mayo. | 10 | 1 |

4. Attempt any one part of the following:**1x10 = 10**

| | | | |
|----|---|----|---|
| a. | Explain Functional Structure and Divisional Structure of organization with their merits and demerits. | 10 | 2 |
| b. | Examine the importance of Delegation and reasons why a manager fails to delegate. | 10 | 2 |

5. Attempt any one part of the following:**1x10 = 10**

| | | | |
|----|--|----|---|
| a. | Express various steps involved in Controlling process. | 10 | 3 |
| b. | Discuss the various types of leadership style. | 10 | 3 |

6. Attempt any one part of the following:**1x10 = 10**

| | | | |
|----|---|----|---|
| a. | 'Communication is only effective when we communicate in a way that is meaningful to the recipient.' Evaluate the statement for various barriers of communication process. | 10 | 4 |
| b. | Evaluate the flow of communication at workplace with the help of a diagram. | 10 | 4 |

7. Attempt any one part of the following:**1x10 = 10**

| | | | |
|----|--|----|---|
| a. | Design a resume by creating the necessary details yourself and a covering letter for it in block format. | 10 | 5 |
| b. | Evaluate the format of a technical proposal with all the necessary entries in detail. | 10 | 5 |