

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2019

MS5CO01 Management Concepts and Applications

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Theory X and Y was proposed by: **1**
 (a) Peter Drucker (b) Elton Mayo
 (c) Rensis Likert (d) McGregor
- ii. How many roles common to the work of all managers were identified by Henry Mintzberg? **1**
 (a) 5 (b) 6 (c) 10 (d) 14
- iii.describes the day to day running of the company. **1**
 (a) Strategic Planning (b) Tactical Planning
 (c) Operational Planning (d) None of these
- iv. Studying the future and arranging the means for dealing with it is part of the process of **1**
 (a) Organising (b) Coordinating
 (c) Controlling (d) Planning
- v. The first step in decision making process is; **1**
 (a) Defining problem (b) Choosing among alternatives
 (c) Review your decision (d) Take action
- vi. In PEST analysis 'E' stands for: **1**
 (a) Environment (b) Economic
 (c) Evolution (d) None of these
- vii. The following is not a principle of organisation: **1**
 (a) Principle of simplicity (b) Principle of balance
 (c) Principle of flexibility (d) Principle of Equity
- viii. The Selection process aimed at right kind of people **1**
 (a) At right place (b) At right time
 (c) To do right things (d) All of these

P.T.O.

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| ix. | Which one of the following may not necessarily be an advantage of coordination? | 1 |
| | (a) Effective supervision | |
| | (b) Unity of direction | |
| | (c) Creative force | |
| | (d) Summarisation of all management functions | |
| x. | Control function of management cannot be performed without: | 1 |
| | (a) Planning (b) Organizing (c) Staffing (d) Motivation | |
| Q.2 | i. Differentiate any six points between management & administration. | 3 |
| | ii. Discuss any five principles of management given by Henry Fayol. | 5 |
| OR | iii. What do you mean by Management? Also explain different roles of a Manager in an organization. | 5 |
| Q.3 | i. Briefly explain the term Management by Objectives (MBO). | 3 |
| | ii. Define Planning and mention advantages of planning. | 5 |
| OR | iii. Elaborate the various steps involved in planning process. | 5 |
| Q.4 | i. Explain different levels of strategy. | 3 |
| | ii. Explain in detail about the concept of Portfolio Matrix (BCG) with diagram, | 5 |
| OR | iii. What is Decision-making? Mention the Process of decision making with examples. | 5 |
| Q.5 | i. Mention any four reasons for line and staff conflicts. | 2 |
| | Write a short note on any two: | |
| | ii. Centralization Versus Decentralization. | 3 |
| | iii. Delegation of Authority. | 3 |
| | iv. Bases of Departmentation | 3 |
| Q.6 | Attempt any two: | |
| | i. Explain different ways to achieve effective coordination. | 4 |
| | ii. Coordination versus Cooperation. | 4 |
| | iii. Briefly describe the Techniques of Controlling. | 4 |

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| Q.7 | Case Study | |
| | Nutan Tiffin Box service was started in Mumbai by the Mumbai Dabbawalas. The Dabbawalas who are the soul of entire Mumbai aim to provide prompt and efficient services by providing tasty homemade tiffin to all office goers at the right time and place. The service is uninterrupted even on the days of bad weather, political unrest and social disturbances. Recently, they have started online booking system through their website 'mydabbawala.com'. Owing to their tremendous popularity amongst the happy and satisfied customers and members, the Dabbawalas were invited as guest lecturer by top business schools. The Dabbawalas operate in a group of 25-30 people alongwith a group leader. Each group teams up with other groups in order to deliver the tiffins on time. They are not transferred on frequent basis as they have to remember the addresses of their customers. They follow certain rules while doing trade—no alcohol during working hours; no leaves without permission; wearing white caps and carrying ID cards during business hours. | |
| | Recently, on the suggestion of a few self-motivated fellow men, the dabbawalas thought out and executed a plan of providing food left in tiffins by customers to slum children. They have instructed their customers to place red sticker if food is left in the tiffin, to be fed to poor children later. | |
| | Questions: | 5 |
| | (a) State any one principle of management given by Fayol and one characteristic of management mentioned in the above case. | 5 |
| | (b) Give any two values which the Dabbawalas want to communicated to society. | |

Marking Scheme

MS5CO01 Management Concepts and Applications

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| Q.1 | i. | Theory X and Y was proposed by: (d) McGregor | 1 |
| | ii. | How many roles common to the work of all managers were identified by Henry Mintzberg? (c) 10 | 1 |
| | iii. |describes the day to day running of the company. (c) Operational Planning | 1 |
| | iv. | Studying the future and arranging the means for dealing with it is part of the process of (d) Planning | 1 |
| | v. | The first step in decision making process is; (a) Defining problem | 1 |
| | vi. | In PEST analysis 'E'; stands for: (b) Economic | 1 |
| | vii. | The following is not a principle of organisation: (d) Principle of Equity | 1 |
| | viii. | The Selection process aimed at right kind of people (d) All of these | 1 |
| | ix. | Which one of the following may not necessarily be an advantage of coordination? (a) Effective supervision | 1 |
| | x. | Control function of management cannot be performed without: (a) Planning | 1 |
| Q.2 | i. | Any six points between management & administration. (0.5 mark*each) | 3 |
| | ii. | Five principles of management (1 mark*5) | 5 |
| OR | iii. | Define Management (2 marks) | 5 |
| | | Different roles of a Manager in an organization. (3 marks) | |
| Q.3 | i. | The term Management by Objectives (MBO). (As per explanation) | 3 |
| | ii. | Define Planning (1 mark) | 5 |
| | | Mention advantages of planning. (1 mark*4) | |
| OR | iii. | Various steps involved in planning process. (4 marks) | 5 |
| | | Diagram (1 mark) | |

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| Q.4 | i. | Different levels of strategy (1 mark*3) | 3 |
| | ii. | Concept of Portfolio Matrix (BCG) Diagram (1 mark) | 5 |
| OR | iii. | Define Decision-making Process of decision making with examples (3 marks) | 5 |
| | | | |
| Q.5 | i. | Four reasons for line and staff conflicts. (0.5 mark*4) Write a short note on any two: | 2 |
| | ii. | Centralization Versus Decentralization. (1 mark*3) | 3 |
| | iii. | Delegation of Authority. (As per explanation) | 3 |
| | iv. | Bases of Departmentation (1 mark*3) | 3 |
| Q.6 | | Attempt any two: | |
| | i. | Different ways to achieve effective coordination. (1 mark*4) | 4 |
| | ii. | Coordination versus Cooperation.(difference) (1 mark*4) | 4 |
| Q.7 | iii. | Techniques of Controlling. (1 mark*4) | 4 |
| | | Case Study | |
| | | Questions: | |
| | | 1. State any one principle of management given by Fayol (2.5 marks) | 5 |
| | | and one characteristic (2.5 marks) | |
| | | Give any two values which the Dabbawalas want to communicated to society. (2.5 marks*2) | 5 |

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