

13N701

Roll No. _____

Total No of Pages: **3**

13N701

MBA I Sem. (New Scheme) Main Exam., Dec. - 2019

M – 101 Fundamentals of Management

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 21

Instructions to Candidates:

PART A: Student has to attempt all 10 short answer type questions (up to 25 words).
Each question carries 2 marks. (10×2=20)

PART B: Student has to attempt 6 questions out of 8 questions (up to 100 words).
Each question carries 5 marks. (6×5=30)

PART C: Student has to attempt either 2 questions out of 3 questions (Analytical / Problem Solving questions / Design questions / Descriptive) or 1 case study related to subject. Each question carries 10 marks. (2×10=20) or case study carries 20 marks. (1×20=20)

Use of following supporting materials is permitted during examination.
(Mentioned in form No. 205)

1. NIL

2. NIL

PART- A

- Q.1 Explain the scope of management.
- Q.2 what do you understand by system approach to management?
- Q.3 State the steps involved in planning process.
- Q.4 What is Management by Objectives (MBO)?
- Q.5 What is Decentralization?
- Q.6 Define Span of Management.
- Q.7 Discuss various principles of coordination.
- Q.8 Mention various styles of Leadership.

Q.9 Explain the process of Communication.

Q.10 Define the term 'Cultural Diversity'.

PART- B

Q.1 Explain the managerial roles and skills for management of business.

Q.2 State the major challenges for management in recent global scenario.

Q.3 Define Planning. Discuss various types of plans.

Q.4 Differentiate between Line and Staff Organization.

Q.5 Distinguish between Authority and Responsibility.

Q.6 What is Organizational Culture? Explain various types of cultures in detail.

Q.7 What is Control? Mention & explain different types of control techniques in detail.

Q.8 State the Management Lessons given by Dhirubhai Ambani.

PART-C

Q.1 Discuss the contribution of Henry Fayol towards the development of Management thought. <http://www.btubikaner.com>

Q.2 What is Managerial Decision Making? Explain various types of decisions to be taken in management.

Q.3 What are the major barriers to effective communication? Also explain the measures to be taken to overcome those barriers.

OR

Case Study

Q.1 Sonika opens a jewellery showroom in Jaipur after completing a course in jewellery designing. She has employed eleven persons in her showroom. For greater productivity, she divides the work into small tasks and each employee is trained to perform his/her specialized job. The sales persons are allowed to close a deal with a buyer by giving a maximum of 10% discount, whereas the decisions to give any further discount rests with Sonika as the final authority. In the earlier days of starting of the business, five of her employees were asked to put in extra hours of work. In return, she had promised to give them a special incentive within a year. Therefore, after six months when the business was doing well, she awarded a cash bonus to each of employees to honor her commitment. However when it comes to settling the conflicts among her employees, she tends to be more biased towards her female employees.

Questions:

- (1) Identify & explain various principles of management applied by Sonika by quoting lines from the case.
- (2) Explain the principle of management which is being violated by Sonika.
- (3) State any one effect of the violation of the principle of management by Sonika as identified in above mentioned question.

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