

Total No. of Pages: 1

6707

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Name of the Candidate:

M.B.A (CORPORATE MANAGEMENT) DEGREE EXAMINATION, 2011

(FIRST YEAR)

(PAPER-I)

110. MANAGEMENT CONCEPTS

Dec.)

(Time: 3 Hours

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions

All questions carry equal marks

1. What is management?
2. Write a short note on management as a process.
3. Differentiate strategic planning and operational planning.
4. Define Organization.
5. What is job enrichment?
6. What is the difference between authority and responsibility?
7. What is preventive control?
8. Write a short note on Quality Control.

SECTION-B

(3×10=30)

Answer any THREE questions

All questions carry equal marks

9. Explain the principles of Henry Fayol.
10. What is MBO? Explain its process and state its advantages and limitations.
11. Discuss how managers perform the function of “Organizing” in organizations.
12. Critically examine Maslow’s need priority model. How far up the hierarchal ladder do most people progress?
13. “Communication is sharing of meaning and understanding “-Comment.
14. What are the requirements for an effective control system?

SECTION-C

(1×15=15)

Answer any ONE question

15. “The word management has several meaning, depending on the context and purpose”. Discuss with appropriate examples.
16. Distinguish between formal and informal organizations. Explain with examples.
17. What is CSR? How is it important to the organizations? Give an example.

SECTION-D

(1×15=15)

(Compulsory)

18. Case Analysis:

Ravi Shankar has been with silver line Industries Ltd (SIL) for over 5 years. He has worked hard and reached his present position with promotions. Of late the company management has recruited 2 managers above Ravi Shankar to improve the productivity of the company. Ravi Shankar is finding it difficult to cope with the new managers and is lacking confidence.

What is likely to be the impact of this incident on Shankar’s motivation to work?

- a) How do you react if you were in Shankar’s position?
- b) What action do you think the company should have taken with regard to Shankar –Explain.

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