

**MASTER OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME) (MBACN)**

Term-End Examination

December, 2011

MCN-001 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Discuss the nature and importance of management. Explain the levels of management. 20
2. Describe the nature and importance of planning. Explain various types of planning processes. 20
3. What is meant by 'organising' ? Discuss the process of organising with examples. 20
4. Define 'direction'. Explain various principles and elements of direction. 20
5. Explain the concept of decision making. What are the different steps in decision making ? 20

6. What are the different approaches to leadership ? "An effective leader must be a good diagnostician". Discuss. 20
 7. Explain the process and types of controlling. Discuss the roadblocks of controlling. 20
 8. Define 'communication'. Discuss different channels of communication. 20
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