Printed pages: 02 **Paper Id: 7001** **Sub Code: RMB-101**

Roll No. | | | | | | | | | | |

MBA
(SEM 1st) THEORY EXAMINATION 2017-18
MANAGEMENT CONCEPT AND APPLICATION

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Any special paper specific instruction.

SECTION A

1. Attempt *all* questions in brief. **2 x 7 = 14**

a. What are the four importance of management?
b. Define management By objective(MBO).
c. What do you mean by executive management?
d. Mention the different tools of control.
e. What is Kaizen?
f. Explain total quality management.
g. Explain benchmarking process.

SECTION B

2. Attempt any *three* of the following: **7 x 3 = 21**

a. Elaborate Henri Fayol contribution to the principles of management.
b. Give the main principles of recruitment and selection.
c. What do you meant by direction? Give the features and objective.
d. Explain coordination is the essence of management. Discuss.
e. What are quality management tools?

SECTION C

3. Attempt any *one* part of the following: **7 x 1 = 7**

a. Why is it important to understand the different perspectives and approaches to management thought that have evolved throughout the history of organization?
b. What is the role of customers in total management?

4. Attempt any *one* part of the following: **7 x 1 = 7**

a. What are the functions of a manager? Is mere knowledge of management enough to become a successful manager? Brief explain managerial skills.
b. write a note on six sigma and quality management.

5. Attempt any *one* part of the following: **7 x 1 =** 7

a. Explain brief the process of formal planning and discuss the reason for failure of planning.

b. What is authority? What are the kinds of authority? State the different between authority and responsibility.

6. Attempt any *one* part of the following: 7 x 1 = 7

a. Control is the fundamental function that ensures work accomplishment according to plans .Analyses this statement and outline the various steps involves in control process.

b. what is statistical control? Give its objective and significance.

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

a. What do you understand by management? Why management is needed in present business environment? Elaborate.

b. Explain the phases of 5s.