

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1152 Roll No. 1363214001

**MCA**

(SEM. I) ODD SEMESTER THEORY

EXAMINATION 2013-14

**PRINCIPLES OF MANAGEMENT**

*Time : 3 Hours*

*Total Marks : 100*

**Note :-** Attempt questions from all Sections as per instructions.

**SECTION-A**

1. Attempt all parts of this question : **(2×10=20)**
- (a) What are the levels of decision making ?
  - (b) Define Policy.
  - (c) Define Directing.
  - (d) Differentiate between creativity and innovation.
  - (e) Explain Planning Premises.
  - (f) Explain subordination of individual interest to general interest.
  - (g) Explain Decentralization.
  - (h) Explain Job Specification.
  - (i) Explain reporting as control mechanism.
  - (j) Explain role of information technology in controlling.

### SECTION-B

2. Attempt any three parts of this question : (3×10=30)
- (a) Critically examine the contribution of Taylor in the development of management thought.
  - (b) "Planning is looking forward and control is looking backward". Justify this statement.
  - (c) "A successful leader accurately understand himself, the organization, the individual and the group in which he operates". Discuss with different styles of leadership.
  - (d) Explain in detail the Porter and Lawler's Expectancy model in theory of Motivation.
  - (e) Define the structure of territory, product, functional and project departmentation.

### SECTION-C

Note :- Attempt all questions of this Section. All questions carry equal marks.

3. Attempt any two parts of the following : (2×5=10)
- (a) Management is often called as 'Pseudo Science' or 'Inexact Science'. Justify your statement with reference to Management : Science or Art.
  - (b) Explain organisation structure. Distinguish between formal and informal organisation.
  - (c) Describe the effectiveness of electronic media in communication.
4. Attempt any two parts of the following : (2×5=10)
- (a) What do you understand by Business forecasting ? Discuss any two techniques of Business forecasting.

- (b) "The matrix organization design is complex and difficult to implement successfully". Justify this statement.
- (c) Explain Herzberg's Two Factor Theory in theory of motivation.

5. Write short notes on only two of the following : (2×5=10)

- (a) Global Theory of Management
- (b) Job Enrichment
- (c) Barriers to effective communication.

6. Attempt any one part of the following : (1×10=10)

- (a) How Budget can be used as an effective control technique ? Explain with the help of various types of budgets.
- (b) Explain the utility and process of an MBO programme in a Modern Business Organisation.

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G

7. Attempt any one part of the following : (1×10=10)

- (a) Describe Interview. Explain in detail the various types of interview that are conducted in the selection process of a candidate.
- (b) "Every Business needs a strategy to take care of change both expected and unexpected". Explain with context of planned change and resistance to change.

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