

9. Discuss corporate social responsibility.
Should business organisations take social
responsibility ? Why ? [16]

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Roll No.

56001

**M.B.A. 2 Year 1st Semester
(N.S.) Batch 2011-12**

**Examination-December, 2015
Management Concepts and Application**

Paper-MBA-101

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section-A contains eight short answer type questions of two marks each and is **compulsory**. From Section-B, attempt **four** questions, selecting **one** question from each unit. All questions carry equal marks.

Section-A

1. Conceptualize the following : [16]

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[Turn Over

- (a) Managerial skills
- (b) Human relations approach
- (c) Multi use plans
- (d) Span of management
- (e) Transformational leadership
- (f) Extrinsic motivation
- (g) Social audit
- (h) Ethical dilemma.

Section-B

Unit-I

2. Define management. Explain the nature of management and various levels of management. [16]
3. Write a note on administrative management and explain principles of management propounded by Henry Fayol. [16]

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Unit-II

4. Define planning. Explain its process and the importance of strategic planning. [16]
5. Discuss the importance of decision making. Explain various group decision making techniques. [16]

Unit-III

6. Explain the concept of leadership. How is leadership different from management? Discuss various styles of leadership. [16]
7. What is learning organisation? Explain the role and importance of leadership in learning organisations. [16]

Unit-IV

8. Define controlling. Explain its need in organisations. Highlight various traditional controlling techniques. [16]

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