

7. Define motivation. Explain the process of motivation. Discuss Maslow's Theory of Motivation and its applications. [16]

Unit-IV

8. Discuss the process of controlling. Explain various features of an effective control system. [16]
9. Define ethics. What is the importance of ethics in business ? Discuss factors affecting ethical choices in business. [16]

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12001

M.B.A. 2 Yr. 1st Sem. (CBCS)

Examination- December, 2016

Management Concepts and Application

Paper-16IMG21C1

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** from each unit. All questions carry equal marks.

Section-A

1. Conceptualize the following : [8×2=16]

12001-2650-(P-4)(Q-9)(16) (1)

[Turn Over

- (a) System approach to management
- (b) Managerial skills
- (c) Levels of strategy
- (d) Work specialization
- (e) Charismatic leadership
- (f) Hygiene factors
- (g) PERT
- (h) Company ethics.

Section-B

Unit-I

2. Explain the concept of management. Discuss various competencies required by the managers in modern organizations.

[16]

12001-2650-(P-4)(Q-9)(16) (2)

3. Discuss traditional approach to management. Highlight its major contribution to the evolution of management thoughts. [16]

Unit-II

4. Explain decision making process and its importance. Discuss various techniques of group decision making. [16]
5. Define planning. Explain its nature and various types of planning in a large company. [16]

Unit-III

6. Define leadership. Explain various theories of leadership with special emphasis on Traits theory. [16]

12001-2650-(P-4)(Q-9)(16) (3)

[Turn Over