

UNIT – IV

8. "Planning is looking ahead and control is looking back." Explain it and discuss the process of controlling.
9. (i) Write a detailed note on factor affecting ethical choices.
- (ii) Discuss about the practices used in managing company ethics and social responsibilities.
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Roll No.

12001

MBA 2 Year 1st Semester (CBCS) Old Examination – December, 2019

MANAGEMENT CONCEPTS AND APPLICATIONS

Paper : 16IMG21C1

Time : Three Hours] [Maximum 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 examination.

Note : Section 'A' comprising of, eight short answer type questions, is compulsory. In Section 'B' you are to attempt four questions, selecting one question from each Unit. All questions carry equal marks.

SECTION – A

1. Answer the following in short :

(a) Define Core Competency.

(b) Write a short note on scientific management.

- (c) Distinguish between formal and informal organizations.
- (d) Write a short note on delegation of authority.
- (e) What is McClelland's need theory of motivation ?
- (f) "Leaders are born not made". Explain this statement.
- (g) Define Corporate Social Responsibility.
- (h) What do you mean by HRIS ?

SECTION – B

UNIT – I

2. "Management is the art of getting things done through other people." Explain the importance of management in the light of this statement.
3. Explain the following principle of management given by Fayol with example :
 - (i) Unity of direction

- (ii) Equity
- (iii) Esprit De Corps
- (iv) Centralization and Decentralization

UNIT – II

4. Define the term planning. Discuss in brief the steps involved in a planning process. Why should planning be regarded as an essential function of management ?
5. What do you mean by Decision-making ? Write a detailed note on bounded rationality in Decision-making.

UNIT – III

6. What do you understand by Leadership style ? Explain the characteristics, merits and demerits of positive and negative leadership.
7. Explain the concept of Maslow and Herzberg regarding motivation. Are they incompatible ? Explain their similarities and dissimilarities.