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Total No. of Pages : 02

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MBA/MBA(IB)(2018 & Onwards) (Sem.–1)

FOUNDATIONS OF MANAGEMENT

Subject Code : MBA-101-18

M.Code : 75402

Time : 2 Hrs.

Max. Marks : 30

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 6 marks.

Q1 What is the management process? How do you learn the essential managerial Skills and competencies?

Q2 How does the deficit and progression principles operate in Maslow's hierarchy of need theory?

Q3 What are the useful planning tools and techniques?

Q4 Define the concept of MBO? Also discuss various benefits of MBO in today's competitive market scenario.

Q5 How are the directions in organisational design changing the workplace?

Q6 "Delegation is individualistic and decentralization is totalistic in nature". Explain this statement by giving an example.

Q7 Explain the relationship between planning and control. What are the pre-requisites of an effective control?

Q8 Read the following case, and answer the questions given at the end :

Mr. Ajit Mukerjee's father was in the business of book store at Nai Sarak, Delhi. Mr. Ajit after completing his education started to expand the business by publishing text books at school level under the name Ajit Publishing House. He found that there is handsome profit in publication business and business has grown substantially.

He decided to diversify the business in college text books. Since the colleges are spread all over India, he decided to open shops at Kolkata and Chennai. Behind the success was Mr. Ajit's business acumen, organising and managerial skills, and enterprising spirit. As the

business expanded, new problems emerged like great rush of publishing, frequent pricing and sales plans, hiring new staff, labour union, etc.

The senior marketing officers and branch managers started feeling frustration due to Mr. Ajit's unwillingness to delegate authority or to listen to their opinions regarding marketing policies. As a result, it was found that Kolkata branch turned it into non-profitable division.

Questions :

Carefully examine the above case and answer the following questions :

- a) What are the possible causes of Mr. Ajit Mukerjee's reluctance to delegate authority?
- b) Should Kolkata branch be closed?
- c) How would you convince Mr. Ajit Mukerjee?