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The other things just don't make any sense. All the professor was trying to do was complicate the things. I guess I will have to learn it for the test, but I am sticking to my old planning, organizing and controlling approach to manage my store.

- i. Do the case analysis and analyse Mr. Vincent's reasoning. **5**
- ii. If you were the professor and you knew what was going through Mr. Vincent's mind, what would you say to Mr. Vincent? **5**

Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2018
MS5CO01 Management Concepts and Applications

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which is not a function of management? **1**
(a) Planning (b) Staffing
(c) Cooperating (d) Controlling
- ii. Which principle of management is violated in the following situation - **1**
“When worker is wasting time in search of tool box in the organization?”
(a) Unity of command (b) Authority and responsibility
(c) Order (d) Equity
- iii. _____ refers to the process of developing detailed short term **1**
strategies about what is to be done, who is to do it and how it is to be done.
(a) Strategic planning (b) Contingency planning
(c) Both (a) and (b) (d) Tactical planning
- iv. In MBO, the manager and subordinate jointly: **1**
(a) Identify common goals
(b) Define each individual’s major areas of responsibility
(c) Access the contribution of each of its members
(d) All of these
- v. Low cost, differentiation and focus are examples of _____. **1**
(a) Corporate strategies (b) Operational strategies
(c) Business strategies (d) Functional strategies

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- vi. The BCG matrix is based on: **1**
 (a) Industry attractiveness and business strength
 (b) Industry growth rate and business strength
 (c) Industry attractiveness and market share
 (d) Industry growth rate and relative market share
- vii. Departmentation leads to grouping of: **1**
 (a) Activities (b) People
 (c) Both (a) and (b) (d) None of these
- viii. Organization is a process of: **1**
 (a) Identifying and grouping of work to be performed
 (b) Defining and delegating the responsibility and authority
 (c) Both (a) and (b)
 (d) None of these
- ix. The manager wishes to fix standard production for worker along with standard time to complete the job. Under which function of management, standards are fixed? **1**
 (a) Planning (b) Organizing
 (c) Controlling (d) None of these
- x. An efficient control system helps to: **1**
 (a) Accomplish organizational objectives
 (b) Boost employee's morale
 (c) Judges accuracy of standards
 (d) All of these
- Q.2 i. Define management and discuss the difference between management and administration. **3**
 ii. Discuss the roles performed by a manager in an organization. **5**
 OR iii. Discuss the principles of management given by Henry Fayol. **5**
- Q.3 i. Explain principles of planning. **3**
 ii. What basic factors in MBO make it a logical technique for setting objectives? What problems are encountered in implementing a MBO program? **5**
 OR iii. Describe the importance and steps involved in the planning process. **5**

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- Q.4 i. Discuss the three levels of the strategy. **3**
 ii. Draw the BCG Matrix and discuss the SBU strategies in the four quadrants of a BCG Matrix. **5**
 OR iii. Explain the process of decision making and discuss decision making under certainty, risk and uncertainty situations. **5**
- Q.5 i. Discuss the difference between delegation and decentralization of authority. **3**
 ii. What is line and staff conflict? How can this conflict be reduced for proper functioning of the organization? **5**
 OR iii. Discuss the various bases for departmentation and suggest a scheme of departmentation for a large enterprise with a distribution network on a PAN (Presence Across Nation) India basis. **5**
- Q.6 i. "Planning is looking ahead, and control is looking back." Comment. **3**
 ii. What do you understand by the Control function of management? Discuss different types of control. **5**
 OR iii. "Coordination is the essence of management." Explain the statement and discuss the different techniques of coordination. **5**
- Q.7 Case Study:
 Mr. Vincent, the manager of a large super market was taking a management course in the evening program at a local college. The professor had given an interesting but disturbing lecture the previous night on the various approaches to management. Vincent had always thought that management involved just planning, organizing and controlling. Now this professor was saying that management could also be thought of as quantitative model, systems theory and analysis and even something called as contingency relationships. Vincent had always considered himself as a good manager and his record with super market chain had proved it. He thought of himself, "I have never used operation research models or thought of my store as an open system and also I have never developed or utilised any contingency relationships. By doing a little planning ahead, organizing the store and getting some things done, I have been a successful manager."

P.T.O.

Marking Scheme

MS5CO01 Management Concepts and Applications

Q.1	i.	Which is not a function of management? (c) Cooperating	1
	ii.	Which principle of management is violated in the following situation - “When worker is wasting time in search of tool box in the organization?” (c) Order	1
	iii.	_____ refers to the process of developing detailed short term strategies about what is to be done, who is to do it and how it is to be done. (d) Tactical planning	1
	iv.	In MBO, the manager and subordinate jointly: (d) All of these	1
	v.	Low cost, differentiation and focus are examples of _____. (c) Business strategies	1
	vi.	The BCG matrix is based on: (d) Industry growth rate and relative market share	1
	vii.	Departmentation leads to grouping of: (a) Activities (b) People (c) Both (a) and (b) (d) None of these	1
	viii.	Organization is a process of: (c) Both (a) and (b)	1
	ix.	The manager wishes to fix standard production for worker along with standard time to complete the job. Under which function of management, standards are fixed? (c) Controlling	1
	x.	An efficient control system helps to: (d) All of these	1

Q.2	i.	Definition of management	1 mark	3
		Difference between management and administration	2 marks	
	ii.	Roles of manager		5
OR	iii.	Principles of management given by Henry Fayol.		5

Q.3	i.	Principles of planning.		3
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	ii.	Factors in MBO make it a logical technique for setting objectives	3 marks	5
		Problems in MBO program	2 marks	
OR	iii.	Importance of planning	2 marks	5
		Steps involved in the planning process.	3 marks	
Q.4	i.	Three levels of the strategy 1 mark for each	(1 mark *3)	3
	ii.	BCG Matrix SBU strategies	2 marks 3 marks	5
OR	iii.	Process of decision making Decision making under certainty, risk and uncertainty	2 marks 3 marks	5
Q.5	i.	Difference between delegation and decentralization of authority.		3
	ii.	Line and staff conflict How can this conflict be reduced	3 marks 2 marks	5
OR	iii.	Bases for departmentation Scheme for a large enterprise	4 marks 1 mark	5
Q.6	i.	“Planning is looking ahead, and control is looking back.” As per explanation		3
	ii.	Explanation of Control function Types of control	2 marks 3 marks	5
OR	iii.	Essence of Coordination Techniques of coordination.	3 marks 2 marks	5
Q.7		Case Study:		
	i.	Case analysis Mr. Vincent's reasoning.	3 marks 2 marks	5
	ii.	What would you say to Mr. Vincent?		5
