[MURBM-401 / MPIBA-0401]

BBM / IMBA DEGREE EXAMINATION
IV TRIMESTER

PRINCIPLES OF MANAGEMENT
(Effective from the admitted batch 2008–09)

Time: 3 Hours Max.Marks: 60

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any FIVE of the following:
Each answer should not exceed one page. (5 x 2 = 10)

   a) Departmentation.
   b) Staffing.
   c) Authority and Power.
   d) Benevolent leader.
   e) Scalar Principle.
   f) Transactional Analysis.
   g) Role of AIMA.
   h) Planning premises.

SECTION-B

Answer the following

UNIT-I

2. a) Define the term ‘Management’. Explain the various principles and functions of management. 8

   OR

   b) Write short notes on:
      i) Management Vs. Administration
      ii) Scientific Management. 8
UNIT-II

3.  a) Explain the nature and significance of planning.  

   OR

   b) What do you understand by ‘Management By Objectives’? Explain its process and uses.

UNIT-III

4.  a) What do you understand by Decentralization? Discuss its advantages and limitations.

   OR

   b) How do you distinguish between line and staff functions?

UNIT-IV

5.  a) What is Leadership? Discuss the various theories of leadership.

   OR

   b) Explain briefly about the Blake and Mouton’s managerial grid.

UNIT-V

6.  a) Define control. Explain the mechanism of control in service organizations.

   OR

   b) What is Control? Discuss the modern techniques of control.

SECTION-C

7. Case Study (Compulsory):

   An industrial unit having 5 manufacturing and 3 service divisions has a PABX system for communication purpose. Normally all outside calls pass through the PABX to various divisions and called officers. Since the system is old many calls do not materialize and even calls materializing will not be audible. As a result the receiver of the call will not be in a position to hear the caller. Properly it has been observed therefore that this system is not effective and workable. Another problem is the total absence of the duty consciousness of the operator who fails to take the calls coming in an going out promptly. Many customers and employees have complained against his failure to take calls. As a
result of all this there is a total failure of the communication system and the
work of the unit is coming slowly to a grinding halt. The operator cannot
be removed from his job as he is highly connected.

In this background a suggestion was put to the management to install a new
system, but the cost appeared to be prohibitive. The matter was referred to
the finance section and the finance manager did not clear the proposal. He
is of the opinion that just at present it is not possible to invest such a huge
amount. But other officers wanted the installation of the new system.

Question :
In this complex situation the management approaches you for an advice.
What would be your proposal?