

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2017 - 18 Examination

Semester: 1
Subject Code: 06200102
Subject Name: Principles of Management

Date: 26-12-2017
Time: 02.00pm to 4.30pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A) Answer the following Multiple choice type questions (Each of 1 mark) (05)

1. _____ Strategy is framed by top management to oversee the interests and operations made up of more than one line of business

- | | |
|-----------------------------|-------------------------------|
| a) Corporate level Strategy | c) Functional level Strategy |
| b) Business level Strategy | d) Operational level Strategy |

2. What does the acronym SMART stand for?

- | | |
|-----------------------------------------------------------|---------------------------------------------------------------|
| a) Suitable, measurable, actionable, rewarded and timely | c) Standardised, measurable, achievable, rewarded, and timely |
| b) Specific, measurable, actionable, resourced and timely | d) Specific, measurable, attainable, relevant and timely |

3. _____ is relatively permanent desires that seem to be good in themselves. It is the answer to the WHY questions.

- | | |
|-------------|--------------|
| a) Values | c) Procedure |
| b) Policies | d) Rules |
4. Which theory states that there is no best way to manage all situations?
- | | |
|--------------------------|------------------------|
| a) Systems theory | c) Contingency theory |
| b) Administrative theory | d) Bureaucratic theory |

5. The analysis and measurement of actual operations against the established standards developed during the planning process is called _____

- | | |
|---------------|----------------|
| a) Monitoring | c) Organizing |
| b) Leading | d) Controlling |

B) Define the following. (Each of 1 mark) (05)

1. MBO
2. Efficiency vs effectiveness
3. Delegation
4. Scalar principle
5. Devils Advocate

C) Explain the following terms. (Each of 1 mark) (05)

1. Centralization versus decentralization
2. Hawthorne's effect
3. Bounded rationality
4. Administration vs. management
5. Programmed vs non programmed decisions

Q.2 Answer the following questions.

A) Describe the contributions of Sir Frederick Taylor (07)

B) Write a short note on types of Organizational structures (08)

Q.3 Answer the following questions.

A) Explain the steps in control Process

(07)

B) Explain the contributions of Henri Fayol in detail

(08)

Q.4 Attempt any two questions. (Each of 7.5 mark)

(15)

1. Assume that you are the manager of the company and you are required to design the control systems for your organization. Which points would you keep in mind while designing the control systems?

2. Assume that you are facing the problem of employee turnover in your organization how will you apply the rational decision making model for solving the problem.

3. Explain the levels of strategy in detail.

4. Assume that you are the HR manager of a company describe the training options that can be used for training the employees.