

S.D.E.
M.C.A. Sem – I (CBCS - 2018 Course) : SUMMER - 2019
SUBJECT : MANAGEMENT FUNCTIONS

Day : Wednesday
Date : 08/05/2019

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

S-2019-5244

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SAME** answer book
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is Management? State whether the study of management is required in today's Business Environment. [10]
- Q.2** Differentiate Authority and Delegation. Do you think authority and delegation are required in management field? Justify. [10]
- Q.3** Define 'Control'. Discuss various techniques of control used by managers. [10]
- Q.4** What is Planning? Discuss different types of plans to make it effective. [10]
- Q.5** Explain the contribution of Taylor and Fayol in the field of management. [10]
- Q.6** Write short notes on **ANY TWO** of the following: [10]
- a) MBO
 - b) Performance Appraisal
 - c) Need of Co-ordination

SECTION – II

- Q.7** a) As a marketing head of an automobile company manufacturing four-wheelers, there are a number of complaints from the customers with regard to performance of the vehicle. What compensatory measures can you suggest to resolve this issue? [07]
- b) As a head of a prospering pharmaceutical company, you are feeling a need to reach out to society. What measures of Social Responsibility can you adopt to achieve this good work? [08]
- Q.8** a) For a medium scale organization suggest suitable organizational structure. Explain in brief with suitable example. [07]
- b) Briefly discuss any leadership style with suitable example of an IT company. [08]
- Q.9** a) A departmental store dealing with branded garment products is planning to start outlets in two major cities in India. You have been assigned the responsibility to set up the various departments for these outlets. What steps would you take? [07]
- b) What type of recruitment strategy you will adopt to do manpower planning of a five star hotel? [08]

* * * *