

**M.B.A. SEM-I / M.B.A.(HR) SEM-I (2016 COURSE) CBCS :
SUMMER - 2018**

SUBJECT : MANAGEMENT CONCEPTS & APPLICATIONS

Day : **Tuesday**
Date : **24/04/2018**

S-2018-1803

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – I. Each question carries 10 marks.
- 2) Attempt any **TWO** questions from Section – II. Each question carries 15 marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION – I

- Q.1** Define Management. How does Management Function improve the efficiency in organization?
- Q.2** F.W. Taylor's work in the field of Management is complementary to Henry Fayol. Critically comment.
- Q.3** Planning is the master key to Industrial prosperity. Explain the planning process with suitable examples.
- Q.4** Control is the essence of Management. Explain the important steps in control process.
- Q.5** Write short notes on any **TWO**:
- a) Span of control
 - b) Control techniques
 - c) Centralization v/s decentralization
 - d) Organization types

SECTION – II

- Q.6** Assume hypothetical start up company of your choice. Prepare a plan of action for various functional departments.
- Q.7** Take the review of national and global environment and asses the impact of the changes on any one sector of your choice.
- Q.8** Prepare a SWOT analysis for any one of the following sector:
- a) Banking
 - b) Telecom
 - c) Automobile

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