

**M.B.A. (GEN.) (2012 COURSE) / M.B.A. (HR) (2012 COURSE) /
M.B.A. (IT) (2012 COURSE) SEMESTER - I / M.B.A. (FM)
SEMESTER - I (2013 COURSE)(CHOICE BASED CREDIT
SYSTEM) : SUMMER - 2018**

SUBJECT : MANAGEMENT CONCEPTS AND APPLICATIONS

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

S-2018-1858

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 100

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Both the sections should be written in the **SAME** answer book.
- 3) Figure to the right indicates **FULL** marks.

SECTION - I

- Q. 1** What is Management? Explain in detail “Frederick Taylor’s” and “Henry Fayol’s” contribution to management. **(15)**
- Q. 2** What is Planning? State its types and explain in detail the planning process. **(15)**
- Q. 3** What is Management By Objectives (MBO)? Explain its process and discuss its benefits and weaknesses. **(15)**
- Q. 4** What is Decision Making? Explain in detail the process of Decision Making with a suitable model of Decision Making. **(15)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(15)**
- a) Managerial Grid
 - b) CSR practices in India
 - c) Goal Setting
 - d) Cross Cultural Issues in Management

SECTION - II

- Q. 6** Karnataka Soaps and Detergents Ltd. is planning to start a unit in Maharashtra at Pune. You are assigned with the responsibility of that as project manager. Describe in detail what steps you will take for planning of the project. **(20)**
- Q. 7** Maharashtra Distilleries Ltd. is manufacturing alcohol required for the pharmaceutical industry. Due to the waste bye products of the factory the land and water gets polluted causing contamination. As it is a sensitive issue, locals may protest against the factory. Suggest suitable CSR programme to eliminate the problem caused to local people. **(20)**
- Q. 8** In a MNC engaged in software business at Bangalore, the software engineers from different countries of the world are serving, since many years. Recently, various cultural groups are formed in the MNC causing conflicts among them. As the Managing Director of the company what decisions you will make to develop cross cultural unity among those engineers. **(20)**

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