

I.M.C.A. SEM-I (2014 COURSE) CBCS : SUMMER - 2018

SUBJECT: PRINCIPLES OF MANAGEMENT

Day: **Friday**
Date: **04/05/2018**

S-2018-1751

Time: **02.00 PM TO 05.00 PM**
Max Marks. 60

N.B.

- 1) Attempt Any **THREE** questions from Section - I and any **TWO** questions from Section -II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Attempt Section - I and Section – II on **SEPARATE** answer books
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SECTION – I

- Q.1** What is Management? What are the functions of Management? (10)
- Q.2** Critically evaluate the evolution of Management Thoughts. (10)
- Q.3** What are the important steps in planning process? (10)
- Q.4** Authority and Responsibility are the two sides of the same coin. Explain with suitable examples. (10)
- Q.5** Write short notes on **ANY TWO** of the following (10)
- a) Types of plans
 - b) Social responsibility
 - c) Control
 - d) Scientific Management

SECTION – II

- Q.6** Prepare alternate Organization Structure for a consumer durable manufacturing company. (15)
- Q.7** What alternate methods will you use for motivating Salesforce of a fast moving consumer goods Company? (15)
- Q.8** Critically analyze any leader of your choice. List out the leadership qualities and style of an effective leader. (15)

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