

S.D.E.

M.B.A. SEM-I (2013 COURSE) : SUMMER - 2018

SUBJECT: MANAGEMNT CONCEPTS & APPLICATIONS

Day: **Tuesday**
Date: **12/06/2018**

S-2018-4372

Time: **10.00 A.M. TO 1.00 P.M.**
Max marks: 70

N.B:

- 1) Attempt **ANY THREE** questions from Section- I and attempt **ANY TWO** questions from Section- II.
- 2) Answers to both the sections should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Why is Fredrick Taylor called the 'Father of Scientific Management' and Henri Fayol the 'Father of Modern Management Theories'? (14)
- Q.2** Describe the 'Systems Approach' to management with help of suitable examples. (14)
- Q.3** What does it mean by 'Goal Setting'? Describe various criteria for effective goal setting. (14)
- Q.4** Define 'Decision Making'. Explain the decision making process graphically and in detail. (14)
- Q.5** Write short notes on **ANY TWO** of the following: (14)
- a) McKinsey's 7S Framework
 - b) Competitive Advantage
 - c) Charismatic Leader

SECTION-II

- Q.6** Should CSR be made compulsory for corporates? Justify your answer. (14)
- Q.7** Critically evaluate the leadership role played by Mr. Ratan Tata. Explain whether you consider him as a transactional or transformational leader. (14)
- Q.8** Illustrate the planning process / steps you would adopt while organizing a 2 days' Industrial Tour. (14)

* * * * *