

**M.C.A. SEM - I (CHOICE BASED CREDIT SYSTEM 2011 &  
2012 COURSE) : WINTER - 2017  
SUBJECT : MANAGEMENT FUNCTIONS**

Day : **Saturday**  
Date : **18/11/2017**

Time : **02.00 PM TO 05.00 PM**  
Max. Marks : 100

**W-2017-1689**

**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 **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** “Role of a manager is wider in scope and unique in significance”. Justify the statement with reference to IT company of your own choice. [15]
- Q.2** What is planning? Explain the various steps involved in the planning process. [15]
- Q.3** What is decentralization of authority? Discuss the factors determining decentralization. [15]
- Q.4** What is co-ordination? What are the various techniques for establishing effective co-ordination? [15]
- Q.5** Define the term “Control”. Discuss various types of control techniques used by managers. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Characteristics of Professional Management
  - b) Teamwork
  - c) Performance Appraisal
  - d) Distinguish between Supervisor and Director

**SECTION – II**

- Q.7** Famous multinational company, “Johnson & Johnson” has a firm belief that all the employees at all levels should constantly strive to achieve the following: [20]  
“Lower cost of production, Innovate to ensure convenience to the doctors and comfort to the patients on using ‘J&J’ products, maximize profits without harming the customer interest. Further, the ‘surplus’ has to be shared fairly among all its stakeholders”. Having acted thus, the company does not believe in extra ‘CSR’ activity. Argue the pros and cons of this philosophy.
- Q.8** What are the various leadership styles? Identify any corporate leader of your choice. What style of leadership do you think he is adopting? Why do you think so? [20]
- Q.9** An engineering firm manufacturing automotive parts want to hire female mechanical engineers who have atleast two years of experience. Design a recruitment strategy for your firm. [20]

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