

S.D.E.

M.B.A. SEM-I (2013 COURSE) : WINTER - 2017
SUBJECT: MANAGEMENT CONCEPTS AND APPLICATIONS

Day: **Tuesday**
Date: **12/12/2017**

W-2017-4181

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

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION-I

- Q.1** Define Management. Discuss in detail various roles a manager has to perform in an organization. (10)
- Q.2** Explain various steps involved in Planning Process with the help of suitable examples. (10)
- Q.3** Critically analyze different Models of Decision Making. (10)
- Q.4** Elaborate on Contingency Theory of Leadership as proposed by Fiedler. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Michael Porter's Contribution to Management
 - b) Managerial Skills
 - c) Trait Theory of Leadership

SECTION-II

- Q.6** Comment on the role of Government of India in promoting Corporate Social Responsibility in this country. (15)
- Q.7** Give a brief account of contribution made by C.K. Prahalad towards the field of Management. (15)
- Q.8** Come up with a suitable Control System for a luxury car showroom in Pune. Make your own assumptions. (15)

* * * *