

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-I : WINTER : 2021**  
**SUBJECT: MANAGEMENT CONCEPTS & APPLICATIONS**

---

**Day :** Monday  
**Date :** 17-01-2022

**W-22767-2021**

**Time :** 02:00 PM-04:00 PM  
**Max. Marks:** 50

---

**N.B.**

- 1) Answer **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Figures to the **RIGHT** indicate **FULL** marks.
  - 3) Answer to both the sections should be written in **SAME** answer book.
- 

**SECTION – I**

- Q.1** Define Management and highlight key principles of Scientific Management. (10)
- Q.2** What is the Feed Forward Control? List out benefits as well limitations of controlling. (10)
- Q.3** Explain with examples a process of Decision Making with appropriate diagram. (10)
- Q.4** Define Organizing. What are various Organization Structures? (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Communication
  - b) Scientific Principles of Management
  - c) Job Enlargement

**SECTION – II**

- Q.6** You have been appointed as a Management Consultant for a proposed start-up Company intending to launch new generation laptops. Present your scheme in relation with respect of the following areas : (10)
- a) Activities to be performed for the launch of the product in terms of planning, organizing and staffing functions.
  - b) Dimensions of control including quality control.
- Q.7** Explain various activities to be carried out before the launch of new product. (10)
- Q.8** You have to organize a Sunday Charity Show for small kids. Explain your concept of managing the event and highlight how you will go about to make the event a grand success. (10)

\*\*\*\*\*