

**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020
COURSE)**

M.B.A. (HR) Sem-I : WINTER : 2021

SUBJECT: MANAGEMENT CONCEPTS & APPLICATIONS

Day : Monday
Date : 17-01-2022

W-22835-2021

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)
