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MASTER OF BUSINESS ADMINISTRATION (CBCS – 2022 COURSE)
M.B.A. Sem – I : WINTER- 2022
SUBJECT : MANAGEMENT CONCEPTS & APPLICATIONS

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 28-11-2022

W-25906-2022

Max. Marks : **100**

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N. B. :

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

- Q. 1** Define Management. Explain the principles of administrative Management. (15)
- Q. 2** What are the various environmental factors that a manager should consider for effective management in an organization? (15)
- Q. 3** What is Planning? Explain differences in formal and informal types of organisation. (15)
- Q. 4** Define Leadership. Explain different styles of leadership. (15)
- Q. 5** Discuss in detail Decision Making process of group. (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Direction
 - b) Management By Objectives (MBO)
 - c) Sources of Recruitment

SECTION – II

- Q. 7** You have been assigned the responsibility of coordinating the flood relief measures in the Maharashtra. How will you go about the relief measures? With the help of different management functions. (20)
- Q. 8** Explain the various Marketing activities to be carried out for the launch of SUV. (20)
- Q. 9** You have been appointed as manager in the HRM department. Design the plan of action for recruitment & selection of new employees. (20)

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