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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : JUNE – JULY - 2022
SEMESTER - I

Sub: Principles of Management (MBA101)

Date: 30 /06/2022

Total marks: 60

Time: 2 .00 pm to 4.30pm

SECTION - I

Q. 1. Fill in the blanks. (05)

1. The book 'Principles of Scientific Management' is published by.....
 - a) FW Taylor
 - b) Henry Fayol
 - c) Adam Fiedler
 - d) Blake and Mount
2.is considered to be the founder of the behavioral school of thought
 - a) Elton Mayo
 - b) Henry Gant
 - c) Thomas cook
 - d) None of the above
3. Is the 3rd step in Planning process
 - a) Analysis of outer Environment
 - b) Data collection
 - c) Establishing planning premises
 - d) Set of goals to be achieved
4. Characteristics of direction are.....
 - a) Continuous process
 - b) Bridge the gap between decision and execution
 - c) Practiced at all levels
 - d) All of the above
5. Theory X & Y is developed by
 - a) Doglas Mc' Gregor
 - b) Robert Anthony
 - c) Herzberg
 - d) Haynes and Massie

Q. 2. Answer the following. (Any Two) (20)

1. Explain the Maslow's theory of Motivation
2. What do you understand by recruitment? Explain any five external source of recruitment.
3. Explain the types of Leadership style.

Q. 3. Write notes on. (Any Two) (10)

1. Importance of Planning
2. Distinguish between Administration and Management
3. Write a short note on Scalar Chain

SECTION – II

Q. 4. Case Study-

(15)

George was in search of a washing machine with an in-built dryer, he went to a store named Lobo Electronics LTD, but he was not able to find the washing machine of his desire. George observed some mismanagement in the store so he gave his name and contact number to the store manager in order that he may be contacted when the washing machine is available.

However several days passed, George didn't receive any phone call, so he again went to the store for checking the availability, but the sales person of the store appeared to have forgotten to make the call.

The whole situation made George very upset, as he couldn't avail the washing machine on time.

Questions:

1. In the given situations what actions would you suggest to Lobo Electronics LTD to increase customer satisfaction from the Management's point of view?
2. Is co-ordination important and why? According to you does Lobo Electronics LTD lack co-ordination?

Q. 5. Answer the following (Any One)

(10)

a) Define Organization. Explain any five principles of organization

OR

b) Define Management. Explain the characteristics of Management.
