

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

**MBA/MBA(IB) (2018 & Onwards) (Sem.-1)**

**FOUNDATIONS OF MANAGEMENT**

Subject Code : MBA-101-18

M.Code : 75402

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

**SECTION-A**

**Write short notes on the following :**

1. Interpersonal skills.
2. Espirit-de-corps
3. Strategic Management.
4. Intuitive decision making
5. Formal organisation
6. Line and staff conflict
7. Control
8. E-Business Management

**SECTION-B**

**UNIT-I**

9. Discuss in detail the importance of managerial ethics in the workplace.
10. How does the deficit and progression principles operate in Maslow's hierarchy of need theory?

**UNIT-II**

11. What types of plans do managers use? Explain it in detail.

12. Define the concept of MBO. Also discuss various benefits of MBO in today's competitive market scenario.

### UNIT-III

13. "Organisational design should always be addressed in contingency fashion". Explain the practical significance of this statement.
14. "Delegation is individualistic and decentralization is totalistic in nature". Explain this statement by giving an example.

### UNIT-IV

15. What are the pre-requisites of an effective control? Also discuss various steps required in controlling process.
16. What is business process re-engineering? Also discuss various pros and cons of this technique in detail.

### SECTION-C

#### 17. CASE STUDY

**Read the following case, and answer the questions given at the end :**

Mr. Ajit Mukerjee's father was in the business of book store at Nai Sarak, Delhi. Mr. Ajit after completing his education started to expand the business by publishing text books at school level under the name Ajit Publishing House. He found that there is handsome profit in publication business and business has grown substantially.

He decided to diversify the business in College text books. Since the colleges are spread all over India, he decided to open shops at Kolkata and Chennai. Behind the success was Mr. Ajit's business acumen, organising and managerial skills, and enterprising spirit. As the business expanded, new problems emerged like great rush of publishing, frequent pricing and sales plans, hiring new staff, labour union, etc.

The senior marketing officers and branch managers started feeling frustration due to Mr. Ajit's unwillingness to delegate authority or to listen to their opinions regarding marketing policies. As a result, it was found that Kolkata branch turned it into non-profitable division.

#### **Questions :**

Carefully examine the above case and answer the following questions :

- What are the possible causes of Mr. Ajit Mukerjee's reluctance to delegate authority?
- Should Kolkata branch be closed?
- How would you convince Mr. Ajit Mukerjee?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**

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