

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (IB) (Sem.-1)
FOUNDATIONS OF MANAGEMENT

Subject Code : MBA/101/18

M.Code : 75402

Date of Examination : 11-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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

1. Write short notes on the following :

- a. "Is Management Art or Science"? Comment.
- b. What is MBO? Discuss its benefits.
- c. McKinsey's 7-S approach.
- d. List various bases of departmentalization.
- e. Importance of staffing.
- f. Business process re-engineering.
- g. Knowledge management.
- h. Causes for Line and Staff Conflict.

SECTION-B

UNIT-I

2. Define Management. Discuss in detail the scope and functions of Management with illustrations.
3. What is scientific management? Discuss the principles of scientific management given by F. W. Taylor. Critically analyze the implications of these principles for the service industry.

UNIT-II

4. Define Planning. Elaborate on the steps of effective planning with suitable examples.
5. Define decision making. Explain the different conditions of decision-making with examples. How do managers deal with making decisions under conditions of uncertainty?

UNIT-III

6. What do you mean by organizational structure? Explain different types of organizational structures with their advantages and limitations.
7. What do you understand by the term delegation? What are various factors affecting delegation?

UNIT-IV

8. Define control. Discuss its importance. Briefly elaborate on the process of control.
9. a. Compare and contrast the management practices of Japanese management and Chinese style management.
b. Write a note on essential elements of E-Business management.

SECTION-C

10. Case study :

As the global leader in satellite navigation equipment, Garmin Ltd. recently hit a milestone number. It has sold more than 100 million of its products to customers from motorists to runners to geocachers and more—who depend on the company's equipment

to "help show them the way." Despite this milestone, the company's core business is in decline due to changing circumstances. In response, managers at Garmin, the biggest maker of personal navigation devices, are shifting direction. Many of you probably have a dashboard-mounted navigation device in your car, and chances are it might be a Garmin. However, several cars now have "dashboard command centers which combine smartphone docking stations with navigation systems." Sales of Garmin devices have declined as consumers increasingly use their smartphones for directions and maps. However, have you ever tried to use your smartphone navigation system while holding a phone to look at its display? It's dangerous to hold a phone and steer. Also, GPS apps can "crash" if multiple apps are running. That's why Olathe, the Kansas-based company, is taking explicitly aggressive actions to team up with automakers to embed its GPS systems in car dashboards. Right now its biggest in-dash contract is with Chrysler, and its Uconnect dashboard system is found in several models of Jeep, Dodge, and Chrysler vehicles. Garmin is also working with Honda and Toyota for dashboard systems in the Asian market.

Despite these new market shifts, customers have gotten used to GPS devices, and they've become an essential part of their lives. That's why Garmin's executive team still believes there's a market for dedicated navigation systems. It's trying to breathe some life into the product with new features, better designs, and more value for the consumer's money. For instance, some of the new features include faster searching for addresses or points of interest, voice-activated navigation, and highlighting exit services such as gas stations and restaurants.

Questions :

- a. What role 'organizational goals' would play in planning the change in Garmin? List some goals you think might be important.
- b. What types of plans would be needed in an industry such as this one? (For instance, long-term plans or short-term plans or both?) Explain why you think these plans would be important?
- c. What contingency factors might affect the planning of Garmin executives?

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.