

Roll No.

Total Pages : 02

MBA/M-17

11657

PRINCIPLES OF MANAGEMENT

HM-106

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. Attempt remaining *four* questions by selecting at least *one* question from each Unit. All questions carry equal marks.

1. Short Answer Type Questions (2 marks each) :

- (i) External Environment
- (ii) Globalization
- (iii) Planning
- (iv) Motivation
- (v) Controlling
- (vi) Functional Organizational Structure
- (vii) Delegation
- (viii) Budget.

Unit I

2. Define Social Responsibility of Business. Discuss it with regard to Shareholders and Customers.

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P.T.O.

3. Write notes on the following :
- (a) Internal Environment
 - (b) International Perspectives in Management.

Unit II

4. Explain the following :
- (a) Planning Process
 - (b) Decision Making.
5. What do you mean by Planning ? Discuss in detail various types of planning.

Unit III

6. Define Organizational Structure. Explain in detail product and market organizational structure.
7. Write notes on the following :
- (a) Span of Management
 - (b) Electronic Media in Communication.

Unit IV

8. Define Leadership. Explain in detail various types of Leadership Styles.
9. Write notes on the following :
- (a) Requirements for Effective Control
 - (b) Control Techniques.