

Roll No.

Total Pages : 02

MBAH/M-20

13440

PRINCIPLES OF MANAGEMENT

HM-106

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *Five* questions in all. Q. No. **1** is compulsory, which contains eight short answer type questions of 2 marks each. Attempt remaining *four* questions by selecting *one* question from each Unit. All questions carry equal marks.

1. Short answer type questions (2 marks each) :

- (i) Define Management.
- (ii) Define Planning.
- (iii) Explain the concept of Delegation.
- (iv) Discuss the Process of Communication.
- (v) Define Motivation.
- (vi) Discuss the importance of Motivation.
- (vii) Define Controlling.
- (viii) Explain ROI.

Unit I

2. Discuss in detail Systems Approach to Management.

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3. Write notes on the following :
 - (i) The External Environment
 - (ii) Nature of Management.

Unit II

4. Explain the concept of planning. Discuss nature and purpose of planning.
5. Explain the following :
 - (i) SWOT Analysis
 - (ii) Planning Process.

Unit III

6. Define Organizational Structure. Discuss in detail Functional Organisational Structure.
7. Write notes on the following :
 - (i) Span of Management
 - (ii) Role of Electronic Media in Communication.

Unit IV

8. Write a detailed note on Leadership Style.
9. Explain the following :
 - (i) Types of Motivation
 - (ii) Requirements for Effective Control.