

Roll No. ....

**56001**

**MBA 2 Yr. Ist Sem. (N. S.) Batch 2011-13**

**Examination – December, 2012**

**MANAGEMENT CONCEPTS & APPLICATION**

**Paper : MBA-101**

**Time : Three Hours]**

**[M.M. : 80**

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*


**Note :** *Section 'A' is compulsory.* It comprises of eight short answer type questions of two marks each.  
*Section 'B' :* Attempt *four* questions in all selecting *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

1. Write short notes on the following : 16
- (a) Importance of communication skills
  - (b) Behavioural Approach to management.
  - (c) Strategic planning.

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- (d) Creativity in Decision making
  - (e) Herzberg's Two Factor Theory
  - (f) Traits Theory of Leadership
  - (g) Features of effective central system
  - (h) Social Responsibility of Business.

## **SECTION – B**

### **UNIT – I**

- 2. Define management. Discuss various competencies of managers required in modern organizations. 16
- 3. Discuss the contribution of Behavioural Approach to the study of management.

### **UNIT – II**

- 4. Organising is an important tool to achieve organizational objectives. Discuss. 16
- 5. Why is group decision making important in present era ? Discuss various group decision making techniques.

### **UNIT – III**

- 6. Effective leadership is a function of three interactive factors, the leader, followers and the situation. Discuss. 16

7. Explain motivation process. Discuss Maslow's Need Hierarchy Theory with its criticism.

#### UNIT – IV

8. Define Ethics. What are the factors effecting ethical choices in business. 16
9. Discuss the importance of control in business organizations. Enlist few modern Techniques of controlling.
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