

Roll No.

56001

**M.B.A. 2 Year 1st Semester
(N.S.) Batch 2011-12**

**Examination-December, 2015
Management Concepts and Application**

Paper-MBA-101

Time : 3 hours

Max. Marks : 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 the examination.

Note : Section-A contains eight short answer type questions of two marks each and is **compulsory**. From Section-B, attempt **four** questions, selecting **one** question from each unit. All questions carry equal marks.

Section-A

1. Conceptualize the following : [16]

56001-5050-(P-4)(Q-9)(15) (1) [Turn Over

9. Discuss corporate social responsibility. Should business organisations take social responsibility ? Why ? [16]

604
10

56001-5050-(P-4)(Q-9)(15) (4)

(a) Managerial skills

(b) Human relations approach

(c) Multi use plans.

(d) Span of management

(e) Transformational leadership

(f) Extrinsic motivation

(g) Social audit

(h) Ethical dilemma.

Section-B

Unit-I

2. Define management. Explain the nature of management and various levels of management. [16]

3. Write a note on administrative management and explain principles of management propounded by Henry Fayol. [16]

56001-5050-(P-4)(Q-9)(15) (2)

Unit-II

4. Define planning. Explain its process and the importance of strategic planning. [16]

5. Discuss the importance of decision making. Explain various group decision making techniques. [16]

Unit-III

6. Explain the concept of leadership. How is leadership different from management ? Discuss various styles of leadership. [16]

7. What is learning organisation ? Explain the role and importance of leadership in learning organisations. [16]

Unit-IV

8. Define controlling. Explain its need in organisations. Highlight various traditional controlling techniques. [16]

56001-5050-(P-4)(Q-9)(15) (3) [Turn Over