

Seat No. : _____

DH-114

December-2013

5 Years MBA Integrated (KS) FY. MBA. Sem.-I

Business Management-I

Time : 3 Hours]

[Max. Marks : 100

1. (a) What is Management ? Is management a science, an art or a profession ? Explain with relevant examples. **10**
(b) Explain roles and levels of management with relevant examples. **10**

2. Answer the following questions : **20**
(a) What is Planning ? Explain types of plans in detail with relevant examples. **10**

OR

- (a) What is decision making ? Explain types of decisions with relevant examples.
(b) What is operations research ? Explain techniques of operations research in detail with example. **10**

3. (a) Define wide & narrow span of management. Explain process departmentalization & regions/territory departmentalization with their advantages & disadvantages. **10**
(b) Write short note on "Line-Staff Conflict" in detail. **10**

OR

- (a) Explain different types of organization structure. **10**
(b) Write short note on advantages & disadvantages of centralization. **10**

4. (a) Define recruitment. Explain various external sources of recruitment. **10**
(b) Write short note on (any **three**) **10**
(i) Training methods for managers.
(ii) Internship training, apprenticeship training & programmed instruction.
(iii) Ranking method of performance appraisal.
(iv) Types of promotions.

OR

- (a) Explain rating scale method & essay appraisal method in performance appraisal. **10**
- (b) Write short note on evaluation of training & development. How evaluation can be made effective ? **10**
5. (a) Write short note on “Trait Approach to Leadership”. **10**
- (b) Write short note on “Theory Z of motivation.” **10**
- OR**
- (a) Explain Herzberg’s two factor theory of motivation. **10**
- (b) Explain determinants of motivation. **10**
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