



Seat No. : _____

DH-110

December-2025

IMBA, Sem.-VII (Regular)

**(IMBA in Finance (FM)/IMBA in HR and Public Administration (HRPA)/
IMBA in Business Management (BM)/IMBA in Business Economics and
Management (BEM))**

**MBA-101, HR-MBA-101, BEM-MBA-101, FM-MBA-101 :
Management Concepts and Organizational Behaviour**

Time : 2:30 Hours]

[Max. Marks : 70

1. A leading car manufacturing company is facing decline in sales. It is aware of the increased competition in the Indian automobile sector, and also the opportunities presented by the growing middle class. The company wants to increase its market share. It has two options - manufacturing low price eco-friendly cars for price sensitive consumers or introducing new models with added features for quality conscious consumers. The company goes with the second option and plans to increase the production capacity at its Gurgaon plant. For this the company issues shares to the public and raises ₹ 150 crore. The company purchases more machinery required to increase production.

Identify the various steps in the planning process as described in the case and explain each step. 14

2. Decision making is the essence of a manager's job. Discuss. Describe the process of decision making using an example. 14

OR

2. Discuss the various bases for departmentation. Suggest a scheme of departmentation for a large marketing organization with field network all over the country. 14

3. What are the factors that influence job satisfaction ? What are the primary consequences of dissatisfaction ? 14

OR

3. What are the various types of formal and informal groups in an organization ? Discuss the difference between formal and informal groups. 14

4. Define Politics. How does politics differ from power ? What are the reasons for political behaviour in organizations ? **14**

OR

4. Identify barriers to effective communication. How can these barriers be overcome by managers ? **14**

5. Briefly explain Maslow's Need Theory and its implications for management. How might Maslow explain why organizational rewards that motivate a fresher may not motivate the same worker after 10 years in the job ? **14**
