

Seat No. : _____

NC-134

December-2015

4th Year MBA Integrated

Principles and Practices of Management

Time : 3 Hours]

[Max. Marks : 100

1. Attempt any **two** : **20**
- (a) Which of Fayol's principles of management do you observe in use in organization today ?
- (b) Is management science, art or profession ? Why do we need it ?
- (c) Explain in detail Modern Organization Theory.

2. (a) What issues must a manager consider when applying ethics ? Discuss in detail. **10**
- (b) Briefly explain CSR with suitable examples. **10**

OR

- (a) Why is international business activity attractive to some organization ?
- (b) What kind of persons are well suited to become entrepreneur ? Elaborate with reasoning.
3. (a) What is the relationship between TQM and dealing with customer ? **10**
- (b) Describe the four basic stages in the rational model of decision making. **10**

OR

- (b) What is the principal difference between problem finding and opportunity finding ? What does an organization chart show ? Explain with the help of a figure.
4. (a) Describe Lewins-three step model of change with relevant examples. **10**
- (b) Write a note on the BCG Portfolio matrix. **10**

OR

- (a) Explain in detail what are the factors included in the seven S model.
- (b) Define OD. Briefly explain three widely used OD techniques.

5. Write short notes on any **four** :

20

- (a) Process of Controlling.
 - (b) Requirement for effective control.
 - (c) Types of Team.
 - (d) Model of operating system.
 - (e) Types of Budgets.
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