

PRINCIPLES OF MANAGEMENT

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the Principles of management laid down by Henry Fayol.
2. Define Planning. Explain the major steps in the process of planning.
3. Describe the principles and steps that constitute the organizational process.
4. Explain the various stages to be gone through in the selection of personnel.
5. Define Leadership. Discuss the different styles of Leadership.

*DDB Libras*

*MBA*

(Compulsory)

6. Fresh from an American MBA., from Wisconsin University, Brijmohan had no dearth of job opportunities. He made his choice in favour of a company which, besides attractive emoluments, had offered him an over all charge of market research and planning - a field dearest to his heart and one in which he had done intensive work as a student.

Soon, Brijmohan made his presence felt. He chalked out elaborate plans to transform the working of the sales and allied departments. The managing director was impressed a great deal.

But all this was not to last long. Came the quarterly meeting of the Board where not merely Brijmohan's plans and programmes but even the clearance of his appointment itself encountered rough weather. "Why all this expensive planning when the company is already an acknowledged leader in the market and cannot meet the exsiting demand even by overstretching its resources"?

One of the directors even went so far as to suggest that the company did not need a sales planning officer who, as the managing directors' motion indicted, had to cost it a tidy sum. "Therefore, why not attach Brijmohan as P.A. to the managing director who had made a request for one in the last meeting"?. The idea caught on. It was decided to request Brijmohan to agree to his new position at the same, or even enhanced, emoluments.

Questions :

(a) Does the company set great store by planning?

(b) Do you agree that the company such as this one does not need to plan?

(c) As managing director of the company, how would you impress on the directors the need to appoint a sales planning officer.

ORGANISATIONAL BEHAVIOUR

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A -- (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the significance of organisational behaviour. Explain how are Hawthorne studies and their findings relevant to the existing global set up in modern organisations?
2. How are attitudes formed? What are their functions?
3. What is leadership? Critically examine the various styles of leadership.
4. Explain the concept of organisation culture. How would you improve it?
5. Why is organisational change is resisted often by individuals and groups? How can resistance to change be managed?

