



Institute of Management
JK Lakshmipat University, Jaipur
End Term – 2017 (Special Exam)

Course: Principles and Practices of Management
Course Code: MBA101
MBA-I

Maximum Marks: 50
Time: 3 Hours

Instruction: Answer any three questions from Section-A. Section-B is compulsory
SECTION- A

1. Write short notes. [10]
 - a. Mission.
 - b. Span of management
 - c. Herzberg's two factor theory
 - d. Unity of direction
2. A management professor once said for successful management, studying the present was most important, studying the past was next and studying the future was least important. Do you agree? Why? [10]
3. Define organizing and why it is relevant? What is the process of organizing? What is functional approach to departmentalization? [10]
4. In what ways would the job activities of an owner of an automotive repair shop that employs two people and the president of the Ford Motors Company be similar? In what ways would be they different? [10]
5. Explain what you understand by social responsibility of business. Why it is important for the organization to develop a sense of social responsibility? Discuss with example. [10]

SECTION-B

Mr. Ahuja the manager of a large supermarket was taking a management course in the evening program at the local collage. The professor had given an interesting but disturbing lecture the previous night on the various approaches to management. Ahuja had always thought that management involved just planning, organizing and controlling. Now this professor was saying that management could also be thought of quantitative models, systems theory and analysis, and even something called contingency relationship. Ahuja had always considered himself a good manager, and his record with the supermarket chain had proved it. He thought of himself,

"I have never used operations research models, thought of my store as an open system, or developed utilized any contingency relationship. By doing a little planning ahead, organizing the store and making some things got done; I have been a successful manager. That other stuff just does not make sense. All the professor was trying to do was complicate things. "I guess I will have to know it for the test, but I am sticking with my old plan, organize and control approach to managing my store".

Questions:

Q1. Do you agree or disagree with Mr. Ahuja's thinking? Justify your answer? [5]

Q2. Critically analyze Mr. Ahuja's reasoning?[5]

Q3. If you were the professor and you knew what was going through Ahuja's mind, what would you say and how would you prove the importance of theories and other aspects of management? [5]

Q4. Do experience the practical applicability of management education? Give an example. [5]