



**Institute of Management
JK Lakshmipat University
Jaipur**

END TERM EXAMINATION-2015

MBA Sem-I

Course: Principles and Practices of Management

MM: 50 Marks

Time: 3 Hours

Subject code: MBA101

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

1. a. Discuss the importance of studying management and list five rewards and challenges of the manager. (5marks)

b. Management is evolving discipline. Elaborately discuss the recent trends and new perspectives in management? (5 marks)
2. Define and discuss feed forward, concurrent and feedback controls with examples. Discuss the four main types of performance control tools used for monitoring and measuring organizational performance. (10 marks)
3. Explain the critical qualities required to be present in leader and why? What is the difference between leader and manager? Who is more important a leader or a manager for the business success (10 marks)
4. In a short essay, discuss the unique problems faced in trying to motivate professional employees, contract labour and low skilled minimum wage employees. Include in discussion various methods which can be used to motivate these types of employees. (10 marks)
5. Describe the concept of Corporate Social Responsibility. Prepare an action report of a drug making MNC in India, duly suggesting the different types of CSR

activities that the firm can adopt for improving various domains of society. Justify your recommendations with valid points. (10 marks)

Section B

6. A new domestic product, after being in production for a year, is found to be very environmentally dangerous. A recall is clearly required, but the recall will be extremely expensive. The cost for recall is impossible to estimate. It was proposed if the recall notice falsely represented the danger of health hazard to children. When you expressed reservation about this course of action, the production company offers to donate half of the savings to medical research on fatal diseases of childhood as one of the CSR initiative.
- a. Do you find any ethical issue in the caselet? Justify. Why it is important to have an ethical code of conduct. (5 marks)
- b. What would you do in present situation? Support your answer with proper reason. (5 marks)

7. **Analyze the case given below and answer the questions.**

Major Mehra, a retired man from the army, joined as MD in Sunrise Limited, when the company was passing through a very bad period with declining production and productivity, heavy losses and low morale of the employees. Major Mehra, after having made in-depth, logical and strategic studies of the situation, immediately selected on 'operation rejuvenation', with exclusive thrust on production and productivity related issues. People related matters were of no importance for him, for he believed that people, by and large, are dull, lazy, idlers and non-starters and as such work should be extracted from them only through constant watch, close supervision, complete and rigorous command and control. His style of functioning did yield some results, but before any impact could be seen, he abruptly left the organization, having got a better assignment in the United States of America. Major Mehra was immediately succeeded by Mr. Soni, a

man who had made a name for his balanced approach to people and production through participative style of management in his immediate position as the Deputy MD of a large organization in a similar product line. He was, in fact, commended for his maximum concern for both people and production, and for bringing about an ideal integration and harmony between the needs of the employees and those of production. In the present company also, Mr. Soni continued his policies of participative management with equal concern for both production and people. With a view to reviving the company back to health, he introduced some major changes. First of all, he decentralized the organization so that the subordinates could exercise their discretion and initiative in decision making, as also their imagination and creativity in performing other managerial functions. Further he empowered the junior managers to incur expenditure up to an approved limit without seeking prior approval of the higher management. The communication system was also improved to facilitate free flow of upward and downward communication. Mr. Soni also adopted several measures to reduce costs and wasteful expenditure. He banned donations to charitable institutions, but increased the amount being spent on the welfare activities of the employees. Will Mr. Soni's managerial style prove to be effective in ensuring a bright future of the company? Some employees are of the view that a lot of things are being done, but they might not be effective in the long run. Others disagree with them, and say, 'Okay, we will give it a trial.'

Questions:

1. In light of theory 'X' and theory 'Y' describe Major Mehra and Mr. Soni' approach towards managing employees? Explain with reasons. (5 marks)
2. Identify the possible problems that can arise from Mr. Soni's way of institutionalizing the changes in rules and regulations. (5 marks)

