

Subject Code: MB911

MBA I Semester [R09] Regular Examinations, February 2011

Management Theory and Practice

Time: 3 Hours

Max Marks: 60

Answer any FIVE questions All questions carry EQUAL marks,

Question No:8 is compulsory (Case study)

- 1) How would you define Management? Explain what are the Management Functions?
- 2) “Planning is looking ahead, and control is looking back.” Comment.
- 3) What do you understand by “Span of Management “? How this taken into account in preparing an organizational structure?
- 4) Define Total Quality Management? Briefly explain the different dimensions in it?
- 5) How are Leadership theory and styles related to motivation?
- 6) What are the essentials of effective control systems? Which essentials do you think are most important?
- 7) Discuss the Role of communication in management?
- 8) Case Study (Compulsory)**

Godha Engineering works specializes in the installation of heating and air conditioning equipment in a metropolitan area of about one million people. Although the company usually installs nationally known equipment, it engages in limited manufacturing of certain components needed for commercial installations. Since it was established some forty years ago, the company has earned a reputation for quality work.

Subject Code: MB911

Prabhu Lal has been with the company as sales representative for two years .During this period he believes that the company has missed a number of opportunities to obtain lucrative contracts because of the condition under which he is forced to operate .Particularly in the case of commercial installations, he does not have the authority to make any decision or commitments during preliminary contract negotiations. He has to postpone discussion of price, completion time, and credit terms until after each of the technical experts in these area has studied the job and made formal commitments. By this time, some competing firm already completes negotiations and gets the contract. Prabhu Lal considers this is a continuing problem, and feels hampered.

Questions:

- (a) In what respects do you think Prabhu Lal is justified or not justified in his complaint?
- (b) What can be done on a company-wide basis to improve the situation?

Subject Code: MA111

MBA I Semester [R07] Supply Examinations, February 2011

Management Theory and Practice

Time: 3 Hours

Max Marks: 60

Answer any FIVE questions All questions carry EQUAL marks,

Question No:8 is compulsory (Case study)

- 1) How would you define Management? Explain what are the Management Functions?
- 2) “Planning is looking ahead, and control is looking back.” Comment.
- 3) What do you understand by “Span of Management “? How this taken into account in preparing an organizational structure?
- 4) Define Total Quality Management? Briefly explain the different dimensions in it?
- 5) How are Leadership theory and styles related to motivation?
- 6) What are the essentials of effective control systems? Which essentials do you think are most important?
- 7) Discuss the Role of communication in management?
- 8) Case Study (Compulsory)**

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Subject Code: MA111

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Questions:

- (a) In what respects do you think Prabhu Lal is justified or not justified in his complaint?
- (b) What can be done on a company-wide basis to improve the situation?

Subject Code: MA101

MBA I Semester [R05] Supply Examinations, February 2011

Management Theory and Practice

Time: 3 Hours

Max Marks: 60

Answer any FIVE questions All questions carry EQUAL marks,

Question No:8 is compulsory (Case study)

- 1) How would you define Management? Explain what are the Management Functions?
- 2) “Planning is looking ahead, and control is looking back.” Comment.
- 3) What do you understand by “Span of Management “? How this taken into account in preparing an organizational structure?
- 4) Define Total Quality Management? Briefly explain the different dimensions in it?
- 5) How are Leadership theory and styles related to motivation?
- 6) What are the essentials of effective control systems? Which essentials do you think are most important?
- 7) Discuss the Role of communication in management?
- 8) Case Study (Compulsory)**

Godha Engineering works specializes in the installation of heating and air conditioning equipment in a metropolitan area of about one million people. Although the company usually installs nationally known equipment, it engages in limited manufacturing of certain components needed for commercial installations. Since it was established some forty years ago, the company has earned a reputation for quality work.

Subject Code: MA101

Prabhu Lal has been with the company as sales representative for two years .During this period he believes that the company has missed a number of opportunities to obtain lucrative contracts because of the condition under which he is forced to operate .Particularly in the case of commercial installations, he does not have the authority to make any decision or commitments during preliminary contract negotiations. He has to postpone discussion of price, completion time, and credit terms until after each of the technical experts in these area has studied the job and made formal commitments. By this time, some competing firm already completes negotiations and gets the contract. Prabhu Lal considers this is a continuing problem, and feels hampered.

Questions:

- (a) In what respects do you think Prabhu Lal is justified or not justified in his complaint?
- (b) What can be done on a company-wide basis to improve the situation?