

Printed pages: 02

Paper Id: 7001

Sub Code: RMB-101

Roll No.

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MBA

(SEM 1st) THEORY EXAMINATION 2017-18
MANAGEMENT CONCEPT AND APPLICATION

Time: 3 Hours

Total Marks: 70

- Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Any special paper specific instruction.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14
- What are the four importance of management?
 - Define management By objective(MBO).
 - What do you mean by executive management?
 - Mention the different tools of control.
 - What is Kaizen?
 - Explain total quality management.
 - Explain benchmarking process.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21
- Elaborate Henri Fayol contribution to the principles of management.
 - Give the main principles of recruitment and selection.
 - What do you meant by direction? Give the features and objective.
 - Explain coordination is the essence of management. Discuss.
 - What are quality management tools?

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
- Why is it important to understand the different perspectives and approaches to management thought that have evolved throughout the history of organization?
 - What is the role of customers in total management?
4. Attempt any *one* part of the following: 7 x 1 = 7
- What are the functions of a manager? Is mere knowledge of management enough to become a successful manager? Brief explain managerial skills.
 - write a note on six sigma and quality management.
5. Attempt any *one* part of the following: 7 x 1 = 7
- Explain brief the process of formal planning and discuss the reason for failure of planning.

- b. What is authority? What are the kinds of authority? State the different between authority and responsibility.

6. Attempt any *one* part of the following:

7 x 1 = 7

- a. Control is the fundamental function that ensures work accomplishment according to plans. Analyse this statement and outline the various steps involved in control process.

- b. What is statistical control? Give its objective and significance.

7. Attempt any *one* part of the following:

7 x 1 = 7

- a. What do you understand by management? Why management is needed in present business environment? Elaborate.

- b. Explain the phases of 5s.