

M. B. A. Examination.
Semester 1. *April : 2017*
Principles of management.
Code : 3219

Time : 2 hours and 30 minutes.

Total Marks : 70.

1. What is management ? Explain scientific management in detail. (14)

Or

Explain various skills required at each levels of management. Also explain business ethics and social responsibility.

2. Write a detailed note on management by objectives. (14)

Or

Explain in detail strategies, policies and planning premises.

3. Explain nature and purpose of organizing. Also explain various types of organization with charts. (14)

Or

What is H. R. D. ? Explain staffing, selection process and techniques.

4. What is motivation ? Write about hierarchy of needs with examples. (14)

Or

What is communication ? How a manager can make communication effective ? Write about electronic media in communication.

5. How budget can be a control technique ? Write about contribution of information technology in controlling. (14)

Or

5. Write difference between direct and preventive control. Also write about globalization and liberalization and Indian business.
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