



KA-3508

B. B. A. (Sem. I) (CBCS) Examination
October / November – 2012
Management - I

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशविल निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
B. B. A. (Sem. 1) (CBCS)

Name of the Subject :
Management - 1

Subject Code No. : **3 5 0 8** Section No. (1, 2.....) **NIL**

Seat No. :

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Student's Signature

- (2) All the questions are **compulsory**.
(3) Figures to the **right** indicate marks for each questions.

- 1 Answer in brief : 10
(i) Define MBO.
(ii) Define Forecasting
(iii) Define Management
(iv) Define Decision making.
(v) Define Corporate Planning.
- 2 "Management is the art of getting things done through other people". With reference to the statement, explain the functions of management. 12
- OR
- 2 Discuss the process of management. Explain the role of management in modern business content. 12
- 3 Explain the planning process in detail. 12
- OR
- 3 Explain the process of decision-making and discuss the qualities of effective decisions. 12
- 4 Define the term "delegation of Authority". Explain the process of delegation of authority. 12

OR

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[Contd...

4 Explain the bases on which departmentation can be done. Give examples for each type. 12

5 Write short notes : (any two) 12
(i) Informal Vs Formal groups
(ii) Advantages and disadvantages of MBO.
(iii) Merits and demerits of decision making
(iv) Planning premises.

6 Case Study :

Mr. Anurag is the General Manager of a company which has a near monopoly in the field of production and distribution of Industrial Chemicals.

The company buys its raw material in bulk and unnecessarily delays the payments to suppliers, who, however, never complain for fear of losing a big buyer. It employs a number of workers whom it pays well but refuses to honour the prescribed rules as to industrial safety, job security and labour welfare. A central government undertaking is a single largest buyers of its products and this privilege, the company's management exploits to the maximum. It pays no heed to the rules regarding discharge of harmful effluent in the near by river which is the only source of drinking water for the town.

It is unmindful of the warnings from the local authorities with regard to emission of smoke from its chimneys.

Questions :

- (i) Is the company's management in the hands of professionals? 6
- (ii) As the president of the local management association, what course of action would you follow in these circumstances. 6