

MASTER OF VOCATION
Management HRM
Subject: Fundamentals of Management
Subject Code: MSR801
Semester: First
January 2021
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number										

SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A What is the importance of Management in a system?
- B Mention differences between management and administration?
- C Enumerate the levels of Management?
- D What is classical management theory?
- E Mention the principles of organization.
- F Distinguish between formal and informal organization.
- G What are the steps in Planning process?
- H Maslow's Hierarchy of needs theory
- I What is a 'SMART' goal?
- J Enumerate about the 'Control Process'.

SECTION -B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

- Q1 Define Management. Explain various managerial functions & it's importance at different organisational levels.
- Q2 'Coordination as the essence of Management'; describe in detail with relevant examples.
- Q3 What is Contingency management? Describe in detail about contingency management theories.
- Q4 Explain the concept of Leadership. Discuss various style of Leadership with example.
- Q5 Define Planning. Enumerate the various types of Planning.
- Q6 Define Organization. Describe in detail about the characteristics, benefits and limitations of a formal and informal organization
- Q7 What are the essentials of effective control system? How will you design an effective control system?
- Q8 **Case Application**
Bharat Engineering Works Limited is a major industrial machinery fabricator besides other engineering products. It has enjoyed market preference for its machineries because of limited competition in the field. However, the scenario changed quickly because of the entry of two new competitors in the field with foreign technological collaboration. Sensing the likely problem, the chief executive appointed Mr Arvind Kumar as general manager to direct the

operations of industrial machinery division. Mr Kumar had a discussion with the chief executive about the nature of the problem being faced by the company so that he could fix up his priority. The chief executive advised him to consult various heads of department to have first hand information. However, he emphasized that the company lacked an integrated planning system while members of the Board of Directors insisted on introducing this in several meetings both formally and informally. After joining as General Manager, Mr Kumar got briefings from the heads of all departments. He asked all heads to identify major problems and issues concerning them. The marketing manager indicated that in order to achieve higher sales, he needed more sales support. Sales people had no central organization to provide sales support nor were there a generous budget for demonstration teams, which could be sent to customers to win business. The production manager complained about the old machines and equipment used in manufacturing. Therefore, cost of production was high but without corresponding quality. While competitors had better equipment and machinery, Bharat Engineering had neither replaced its age-old plant nor reconditioned it. Therefore to reduce the cost, it was essential to automate production lines by installing new equipment. Director of research and development did not have specific problem and therefore, did not indicate for any change. However, a principal scientist in R&D indicated on one day that the director of R&D, though very nice in his approach, did not emphasize on short-term research projects, which could easily increase production efficiency by at least 20 per cent within a very short period without any major capital outlay.

Questions:

- a) Discuss the nature and characteristics of the problems in this case.
- b) What steps should be taken by Mr Kumar to overcome these problems?

*******END OF PAPER*******