

S.No. 5496 C

P 8 MBA 1

(For candidates admitted from 2008-2009 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2014.

Business Administration

MANAGEMENT CONCEPT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25)

Answer ALL questions as per the choice.

1. (a) Management is a bundle of thinking and doing activities — Explain.

Or

- (b) Explain the scope of management in the globalization scenario.

2. (a) Planning paves way for gap analysis — Examine.

Or

- (b) How will you distinguish objective from policy?

3. (a) Delegation of authority is not at all necessary in any organization — Evaluate.

Or

(b) Explain the role of informal organization in the accomplishment of inter-personal relationship.

4. (a) Why do companies prefer external source for recruitment?

Or

(b) What is the need for directing in an organization?

5. (a) State the functions of controlling.

Or

(b) Bring out the essentials of total quality management.

PART B — (5 × 10 = 50)

Answer ALL questions as per the choice.

6. (a) Explain the evolution of management thought in brief.

Or

(b) Explain the concept of management as applicable to hospital industry.

7. (a) Explain the importance of strategic planning.

Or

(b) State the obstacles in decision making. Suggest the measures to overcome such obstacles.

8. (a) Sound organization is an essential pre-requisite of efficient management. Discuss the statement in the light of principles of organization.

Or

(b) State the factors that determine centralization in an organization and highlight the demerits of centralization.

9. (a) How will you understand and guide human behaviour through directing?

Or

(b) What are the principles that a low level manager should follow in directing their subordinates?

10. (a) Explain the important devices of control.

Or

(b) Explain the significant activities in connection with staffing as a function of management.

---