

01363

**MASTER OF BUSINESS ADMINISTRATION
(MBACT)**

Term-End Examination

June, 2012

**MCT-011 : THE MANAGEMENT PRINCIPLES
AND APPLICATION**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Define 'Planning'. Describe the various types of plans that are made in an organisation and their utility. **20**
2. Explain the meaning of 'Management'. Discuss the levels of management. **20**
3. What are the various principles and elements of 'direction' ? Discuss the benefits of direction. **20**
4. Describe the processes and principles of organising. Differentiate between formal and informal organisation. **20**

5. (a) "Verbal means of communication provide a personal touch". Discuss. 20
(b) Briefly discuss few channels of upward communication.
6. (a) Bring out the importance of controlling as a function of management. 20
(b) Discuss various techniques of coordination.
7. (a) What are the different approaches to leadership ? 20
(b) "An effective leader must be a good diagnostician". Discuss.
8. Define 'motivation'. Explain different theories of motivation. 20
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