

**MASTER OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME) (MBACN)**

Term-End Examination

June, 2011

MCN-001 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the meaning, definition and importance of management. Explain various levels of management. 20
2. Define 'planning'. What are the characteristics of planning ? Briefly explain the steps in planning. 20
3. Explain the meaning, nature and principles of organising. Distinguish between formal and informal organisation with illustration. 20
4. Describe the meaning, principles and techniques of direction with examples. 20

5. Discuss the meaning and importance of decision making. Explain the tools, techniques and process of decision making. 20
 6. Explain the concept of leadership and its importance. Discuss various styles and functions of a leader. 20
 7. Discuss the meaning and problems of coordination. What are the various techniques of coordination ? 20
 8. What are the types of communication ? Discuss the process of communication in an organisation. 20
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