

**MA FRM**  
**Term-End Examination**  
**June, 2011**

**MFM-030 : MANAGEMENT PRINCIPLES**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any Five questions. All questions carry equal marks.*

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1. (a) What management skills are required at different levels of management ? **10+10=20**  
(b) Discuss the process of management and its significance.
  
2. (a) Differentiate between strategic and operational planning. Discuss with suitable examples. **10+10=20**  
(b) Planning is looking ahead and Control is looking back. Comment.
  
3. What is internal environment ? How can managers match the internal environment with the external environment of their organisation ? **20**

4. (a) "Decision making is at the core of planning". Comment  $10+10=20$
- (b) Differentiate between goals, objectives and vision.
5. Write short notes on *any four* :  $4 \times 5 = 20$
- (a) Informal organisation
- (b) Importance of coordination
- (c) Organisational Culture
- (d) Qualities of a good leader
- (e) Sources of recruitment of new employees.
- (f) Delegation of authority.
6. "Coordination is the essence of management". 20  
Discuss the need and importance of Coordination in the light of this statement.
7. What do you understand by the term 20  
"Organisational structure" ? Explain.
- (a) Matrix structure
- (b) The Line and staff structure.
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