

**MASTER OF BUSINESS ADMINISTRATION  
EVERONN (MBAEV)**

**Term-End Examination  
December, 2013**

**MCN-035 : PRINCIPLES OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. (a) "Management is concerned with ideas, things and people." Comment. 10  
(b) Differentiate between 'efficiency' and 'effectiveness'. Briefly explain the factors which make an effective manager. 10
2. What is MBO ? Explain in detail the need and importance of MBO in organisations. Also explain the limitations of MBO. 20
3. Explain the concept of corporate planning. How does strategic planning differ from operational/tactical planning ? Explain with suitable examples. 20
4. What are the essential characteristics of a good decision ? How can a manager make effective decisions ? Explain taking an organisational example. 20

5. What do you mean by organisational theory ? 20  
Discuss its role in understanding organisational functioning.
  6. Line and staff conflict can be resolved through 20  
the exchange of line and staff positions so that  
the managers can understand each other's roles,  
responsibilities and difficulties. Do you agree ?  
Justify your answer with suitable example.
  7. What do you mean by Performance Appraisal ? 20  
What is the need of promotion in an organisation ?  
Discuss the extent to which seniority should be  
weighed as compared to merit for promotion.
  8. What are the essential characteristics of a good 20  
communication system ? Explain with example  
the steps for making communication effective.
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