

**MASTER OF BUSINESS ADMINISTRATION  
(MBACT)**

00205 **Term-End Examination**  
**December, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Explain the concept and significance of management. 10  
(b) What functions and duties are associated with Top and Middle management in a modern industrial organisation ? Give examples in support of your answer. 10
2. (a) What is 'planning' ? What are its essential elements ? 10  
(b) What are the limitations of planning ? What should be done to overcome its limitations ? 10
3. (a) What are the characteristics of formal and informal organisations ? Discuss. 10  
(b) Explain the essential elements of a successful organisation with suitable examples. 10

4. (a) Discuss some channels of upward, downward, and horizontal communication in an organisation. 10
- (b) State the basic principles which should guide managers towards establishing a good communication network. 10
5. (a) A leader must possess certain leadership qualities. Discuss. 10
- (b) Are leadership and management synonymous terms ? Give reasons for your answer. 10
6. (a) Explain the nature and scope of direction function in management. 10
- (b) What makes a supervisor more effective and why ? 10
7. (a) Discuss the scope and importance of control system in a business organisation. 10
- (b) Why do employees dislike and resist controls ? Suggest measures to overcome resistance to control. 10
8. Write short notes on any *two* of the following :  $2 \times 10 = 20$
- (a) Importance of effective co-ordination in an organisational set-up
- (b) Motivating industrial employees
- (c) Steps in decision-making process
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