

**MASTER OF BUSINESS ADMINISTRATION
EVERONN (MBAEV)
Term-End Examination**

June, 2014

MCN-035 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : (1) Attempt any five questions.
(2) All question carry equal marks.*

1. (a) What are the essential characteristics of the Principles of Management? Do you think they suffer from any limitations? Explain . **10+10**
- (b) Discuss the characteristics of Management as a profession. To what extent, the Indian Management has been professionalised?
2. "The main objective of a business function is to maximize profits. It has nothing to do with the social responsibilities". Do you agree with this statement? Elaborate your answer with suitable example. **20**

3. Define planning what are the advantages and limitations of planning? What actions can be taken to make planning effective? **20**
4. (a) What is the concept of hierarchy of objective? Discuss top-down and bottom-up approaches of objective setting. **10**
- (b) What do you mean by 'Management by objective' (MBO)? Discuss briefly the steps involved in MBO. **10**
5. What is Decision Tree? How does decision tree help in decision making? Explain the advantages and limitations of decision tree. **20**
6. "Structure of an organisation is very important and it should be tailor-made. Searching for a typical structure is a vain". Do you agree? Discuss the factors affecting Organisation Structure. **20**

7. What do you mean by manpower planning? what are the steps involved in preparing manpower planning? Discuss the limitations, if any of manpower planning. 20
8. Write short notes on the following: 4x5=20
- i) Break-even analysis.
 - ii) Standard Costing
 - iii) Decision Making
 - iv) Corporate Social responsibility

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