No. of Printed Pages—2

01 (MP)

[17-HDGKACRM-M1]

MBA/PGDBM 1st Semester Exam., 2017

MANAGEMENT PROCESS

(MBA/PGDBM-01)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) "Management is a problem-solving process." Discuss briefly.

(b) State two advantages of Max Weber's bureaucratic theory.

(c) Explain job analysis.

(d) Define line organization.

(e) State any two elements of effective communication.

(f) Discuss positive motivation.

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Discuss different managerial roles performed by a manager.

(b) Discuss any two internal and external sources of recruitment.

(c) Discuss different types of control system.

(d) Write a short note on social responsibility of business.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) Discuss how communication takes place in organization.

(b) "The 'ERG theory' of motivation is a refinement of Maslow's theory." Discuss.

(c) Discuss the 'autocratic leadership style' with its advantages and disadvantages. 2+2+2=6

(d) Discuss different levels of management.

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) "F. W. Taylor is considered as the father of scientific management." Discuss the contribution made by Taylor. Explain the principle and technique of scientific management. 5+5=10

(b) Write short notes on the following : 5+5=10

(i) SWOT analysis

(ii) BCG matrix

(c) Discuss the advantages of group decision-making process. Also discuss any two techniques of group decision making. 4+(3×2)=10

(d) Define perception. Also discuss different factors which influences in perception. 2+8=10

(e) Write short notes on the following : 5+5=10

(i) Controlling standards

(ii) Selection process

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