

**M.A. DEGREE EXAMINATION, NOVEMBER 2018**  
**I Year I Semester**  
**Core Major -I**  
**MANAGERIAL CONCEPTS**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define management.
2. Write notes on the following
  - a. organisational vitality.
  - b. group dynamics.
3. What is code of ethics?
4. Write short notes on unity of command.
5. Write a note on authority & power.
6. What is locus control?
7. Write a note on  
line & Staff authority.
8. Define planning.
9. Write short notes on co-ordination.
10. Write a note on
  - a. negotiator.
  - b. monitor.
11. What is a standing plan?
12. Write a short note on division of work.

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Explain the nature of management.
14. Explain the steps in planning process.
15. Differentiate narrow and wide span of control.
16. Describe the advantage of delegation.
17. Narrate the need of co-ordination.
18. Discuss the concept of Management by exception.

19. Explain the factors governing business ethics.

**Section C** ( $3 \times 10 = 30$ ) Marks

**PART - A - Case Study - Compulsory Question**

20. I expect every manager in my department to act completely rational in every decision he makes, declared Ishwar Dayal, director marketing in Overseas Plastics Ltd. Everyone of us, irrespective of his position in the organisation has to be a professional rationalist and I expect him not only to know what he is doing and why he is doing it, but also to be right in his decision. I know that someone has said that a good manager needs to be right only in more than half of his decision. But that is not good enough for me. However, one may be excused for an occasional mistake especially on matters beyond one's control but no one can be pardoned for acting irrational.

I endorsed your views, sir, said Indu Ahluwalia, his advertising manager, and I always try to be rational and logical in my decisions but would you mind helping me to be sure of this by explaining what rational decisions are?

Carefully examine the above case and answer the following questions:

- a. Explain, how Mr. Ishwar Dayal might describe what is involved in making rational decisions.
- b. If Ms. Indu Ahluwalia then declares that there is no way she can be completely rational. What would you suggest as a reply?

**PART - B**

Answer any **TWO** questions

21. What are the pros and cons of Decentralisation?
22. Explain in detail about Henry Fayol's 14 principles of Management.
23. Describe the different budgetary control techniques in management.
24. Discuss MBO with its features and limitations. How to make MBO effective?

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**PART - B**

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