

Roll No.

7. Define motivation. Explain the process of motivation. Discuss Maslow's Theory of Motivation and its applications. [16]

Unit-IV

8. Discuss the process of controlling. Explain various features of an effective control system. [16]

9. Define ethics. What is the importance of ethics in business ? Discuss factors affecting ethical choices in business. [16]

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**M.B.A. 2 Yr. 1st Sem. (CBCS)
Examination- December, 2016
Management Concepts and Application**

Paper-16IMG21C1

Time : 3 hours Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section-A contains eight short answer type questions of two marks each and is **compulsory**. From Section-B attempt **four** questions, selecting **one** from each unit. All questions carry equal marks.

Section-A

1. Conceptualize the following : [8×2=16]

12001-2650-(P-4)(Q-9)(16) (1) [Turn Over

12001-2650-(P-4)(Q-9)(16) (4)

(a) System approach to management

(b) Managerial skills

(c) Levels of strategy

(d) Work specialization

(e) Charismatic leadership

(f) Hygiene factors

(g) PERT

(h) Company ethics.

Section-B

Unit-I

- 2.** Explain the concept of management.
Discuss various competencies required by
the managers in modern organizations.

[16]

12001-2650-(P-4)(Q-9)(16) (2)

- 3.** Discuss traditional approach to
management. Highlight its major
contribution to the evolution of
management thoughts. [16]

Unit-II

- 4.** Explain decision making process and its
importance. Discuss various techniques of
group decision making. [16]

- 5.** Define planning. Explain its nature and
various types of planning in a large
company. [16]

Unit-III

- 6.** Define leadership. Explain various theories
of leadership with special emphasis on
Traits theory. [16]

12001-2650-(P-4)(Q-9)(16) (3) [Turn Over