

PRINCIPLES & PERSPECTIVE OF MGMT.

Q.P. Code : 514201

(3 Hours)

[Total Marks : 80

N.B. : (1) Question number 1 is **compulsory**(2) Attempt any **four** from the remaining **six** questions.

1. (a) Explain in detail Herzberg's and McGregor's theory of motivation. **10**
 (b) What is management? Explain the importance and functions of management in details. **10**
2. (a) Discuss F W Taylor's scheme of scientific management in details? **8**
 (b) Define Planning and what are the types of planning? Explain the steps for making planning more effective **7**
3. (a) Explain Decision making process in detail. **8**
 (b) Distinguish between "delegation of authority and decentralization". What should be done to ensure effective delegation of authority in a business enterprise? **7**
4. (a) Explain the following :- **8**
 (i) Span of management/Control
 (ii) Budgeting and Variance Analysis.
 (b) Theory X and Theory Y is concerned with the nature of people." How does the job situation effect the application of this theory? **7**
5. (a) How will you define leadership as a process of influence? What are its features? **8**
 (b) What is staffing? Explain the scope of staffing function. **7**
6. (a) Define and explain the terms: **8**
 (i) Marketing mix
 (ii) Product Life Cycle
 (b) Define the term Training and development. Explain the various methods of training and development. **7**
7. Write short notes on: (any **three**) **15**
 (a) Marketing research
 (b) Performance Appraisal
 (c) Controlling
 (d) Budgeting
 (e) Channels of distribution