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MBAH 401

First Semester M.B.A. Degree Examination, January 2019
BUSINESS ADMINISTRATION
Principles and Practice of Management

Time : 3 Hours

Max. Marks : 70

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

SECTION – A

Note : Answer to the question should **not** exceed 6 pages.

(1×15=15)

1. Why is it important for every manager to understand the many different management theories that have been developed ? Explain.

SECTION – B

Note : Answer **any five** questions. **Each** question carries 8 marks. Answer to **each** question should **not** exceed 4 pages.

(5×8=40)

2. "Sound organisation is an essential prerequisite of efficient management". Comment.
3. Briefly discuss the challenges before twenty-first century managers.
4. Explain the nature and problems of delegation of authority.
5. Discuss different types of planning.
6. Describe the significance and techniques of coordination.
7. Discuss the importance of motivation in an organisation.
8. What is the importance of staffing as a function of management ? Explain.
9. Bring out and explain the essentials of a good control system.

P.T.O.



SECTION – C
(Compulsory)

(1×15=15)

Answer to the question should **not** exceed **6** pages.

10. Case analysis.

M/s ABC Ltd. is a medium sized engineering company producing a large-range of product lines according to customer requirements. It has earned a good reputation as a quick and reliable supplier to its customers because of which its volume of business kept on increasing. However, over the past one year, the managing director of the company has been receiving customer complaints due to delays in despatch of products and at times, the company has to pay substantial penalty for not meeting the schedule in time.

The managing director convened an urgent meeting of various functional managers to discuss the issue. The Marketing Manager questioned the arbitrary manner of giving priority to products in manufacturing line, causing delays in products that are in great demand and over-stocking of products which are not required immediately. Production control manager complained that he does not have adequate staff to plan and control the production function; and whatever little planning he does, is generally overlooked by shop floor manager. Shop floor manager complained of unrealistic planning, excessive machine breakdowns, power failure, shortage of materials for scheduled products because of which it is impossible to stick to the schedule. Maintenance manager, says that he does not get important spares required for equipment maintenance because of which he cannot repair machines at a faster rate. Inventory control manager says that on the one hand the company often access him of carrying too much stock and on the other hand people are grumbling over shortages.

Fed up by mutual mud-slinging, the managing director decided to appoint you, a bright management consultant with training in business management to suggest ways and means to put his "house in order".

Questions :

- How would you examine if there is any merit in the remarks of various functional managers ?
- What, in your opinion, could be the reasons for different managerial thoughts in this case ?
- How would you design a system of getting correct information about job status to identify delays quickly ?
- What would you suggest to promote coordinated interaction of various people to meet the scheduled dates ?
- List some scientific decision aids that you may prescribe to improve the situation.