



**BRAINWARE UNIVERSITY**  
**Course – MBA**  
**Principles of Management (MBA 104)**  
**(Semester – 1)**

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group-A**  
**(Multiple Choice Questions)**

**Choose the correct answer from the given alternatives of the following: 10x1=10**

- 1) Which of the following is important in effectively implementing the chosen alternative in the decision-making process?
  - a) Getting upper-management support
  - b) Double-checking your analysis for potential errors
  - c) Allowing those impacted by the outcome to participate in the process
  - d) Ignoring criticism concerning your chosen alternative
- 2) Which one of the following individuals is most closely associated with scientific management? Select correct option:
  - a) Frederick Taylor
  - b) Mary Parker Follett
  - c) Harold Koontz
  - d) Max Weber
- 3) Which of the following is part of the 14 principles of management identified by Henri Fayol?
  - a) Scalar chain
  - b) Innovation
  - c) Efficiency
  - d) Motivation
- 4) All of the following are steps in objective setting, EXCEPT. Select correct option:
  - a) Specify deadlines
  - b) Allow the employee to actively participate
  - c) Link rewards to effort
  - d) Prioritize goals

- 5) A budget is an example of which of the following plan?  
Select correct option:  
a) Strategic plan  
b) Single use plan  
c) Informal plan  
d) Standing plan
- 6) Low level management has a complete authority to make decisions in case of:  
Select correct option:  
a) Centralization  
b) Decentralization  
c) Scalar Chain  
d) Order
- 7) The principle of “Division of Labor” was given by:  
Select correct option:  
a) Frederick Taylor  
b) Joseph Juran  
c) Adam Smith  
d) W. Edwards Deming
- 8) Which of the following types of plans is highly interdependent and must take into account the resources and capabilities of the entire organization and its external environments?  
Select correct option:  
a) Operational plans  
b) Strategic plans  
c) Tactical plans  
d) Budgetary plans
- 9) At the very first stage of establishment, organizations are generally indulged in:  
Select correct option:  
a) Planning  
b) Organizing  
c) Leading  
d) Controlling

10) The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as:

Select correct option:

- a) Planning
- b) Organizing
- c) Leading
- d) Controlling

**Group – B**  
**(Short Answer Type Question)**  
**Answer any three questions**

**3 x 5 = 15**

1. Define MBO strategies.
2. Discuss Management as science or Art.
3. What is the meaning of centralisation & decentralisation?
4. What is manpower planning?
5. Give the importance of training in the perspective of the organization.
6. What is rational decision making process?

**Group – C**  
**(Long Answer Type Question)**  
**Answer any two questions among Q.1 to Q.5 and Q.6 is compulsory**

**3 x 15 = 45**

1. Briefly discuss the evolutions of the school of management thought. 15
2. Define communication. What are the various forms of communication? 4+11=15
3. Briefly explain the planning process. What are the various types of planning process. 8+7=15
4. Define decision making process. What is the meaning of decision making under certain conditions? 7+8=15

5. Write short note on the basis of the following topics: **(Any Two)** 7.5\*2=15

- a) Performance Appraisal
- b) Training
- c) Staffing

6. Dason Co. is a manufacturing company. It manufactures small motorbikes. For the last 10 years, the company is doing well and is earning profit. Suddenly the company decided to increase its earning-base with that end in view the Board of Directors decided to increase shift of works; The General Manager (Production) was advised accordingly and was advised to take measures so that the decision of the Board of Directors percolate. But during half yearly appraisal of performance it was observed that the earning-base has not increased; when the General Manager (Finance) was asked to study the reason why the earning did not so high. He simply replied that he was not aware of the Board's policy the same was the reply of the reply of General Manager (Marketing).

Board set up a small a committee to find out the reason of such failure.

As a student of management explain what could be the possible reason why the company could not materialise the Board's aspiration! 15