



BRAINWARE UNIVERSITY

Course – B.Tech. (CSE)

Management- I (MB101)

(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 Type Question)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i) Which function in the management process is commonly referred to as the primary function of management?

a) Organizing b) Staffing c) Controlling d) Planning

ii) A Strategic Plan is also called

a) Long term plan b) Short term plan c) Medium term plan d) None of these

iii) The bottom line of any business plan is

a) Marketing plan b) Production plan c) Personnel plan d) Financial plan

iv) The first step of planning process is

a) Set an objective b) Evaluate alternatives c) Determining strengths and weaknesses

d) None of these

v) Time study was developed by

a) McGregor b) Taylor c) Maslow d) Vroom

vi) Who is not included in the middle level management?

a) Marketing Manager b) Finance Manager c) Production Manager d) Functional Supervisor

vii) Scientific Management school was developed by

- a) Henry Fayol b) Peter Drucker c) F.W. Taylor d) Elton Mayo

viii) Which of the followings can be delegated

- a) Power b) Responsibilities c) Accountability d) Authority

ix) Organisation is

- a) Company b) a firm c) a group of people d) a location

x) A manager does not require plan to exercise control over business opportunities

- (a) Partially correct (b) Absolutely correct (c) Absolutely Incorrect (d) Partially incorrect

Group B

(Short Answer Type Questions)

Answer any three of the following:

3 x 5 = 15

2. Discuss in brief 'Vision and Mission' and 'Objective and Goal'?
3. Define Organization. Elaborate departmentation by territory.
4. Elaborate 'Grape Vine'.
5. Briefly discuss the steps of planning.
6. Enumerate control process.

Group C

(Long Answer Type Questions)

Answer any three of the following

3 x 15 = 45

7. Discuss the Graicunas Theory of Span of Control.
8. What is motivation? Elaborate two theories of motivation.
9. What is delegation? Elaborate 'Top-Down Approach' and 'Bottom -Up Approach' in delegation.
10. Elaborate the functions of management. What are the characteristics of management?
11. Define management. Explain why planning is incomplete without control?