

Code No: **21BA1T1**

I MBA - I Semester Regular Examinations, APRIL -2022

MANAGEMENT THOUGHT AND PRACTICE

Duration: 3 Hours

Max. Marks: 70

- Note:
1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place
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PART - A

5 x 2 = 10 M

1. a) Define Conceptual Skills.
b) Explain Importance of objectives.
c) Define Span of Management.
d) Differentiate Douglas MC Gregor Theory X and Theory Y.
e) Define Operational Control .
f) Explain theory X.
g) Discuss difference between Authority and Delegation.
h) Define SBU structure.

PART –B

5 x 10 = 50 M

UNIT – I

2. Explain the functions of Management. 10 M

OR

3. Discuss in detail Fayols Principles of Management and their relevance to the modern companies. 10 M

UNIT – II

4. Discuss different types of plans with examples. 10 M

OR

5. Define MBO and its process. 10 M

UNIT-III

6. a) Define Organization structure. 3 M

- b) Differentiate between Line and staff organization structures. 7 M

OR

7. a) Explain Centralization and how does it differ from Decentralization. 3 M

- b) Explain the benefits of Decentralization. 7 M

UNIT – IV

8. Discuss in detail the path goal theory of leadership. 10 M

OR

9. “When one set of needs are satisfied they no longer work as motivators” as per Maslow. Explain. 10 M

UNIT – V

10. Elaborate different kinds of control. Which kind of control is most desirable? 10 M

OR

11. Discuss Budgetary & Non Budgetary Control Techniques. 10 M

PART –C

10 M

CASE STUDY

12. **CHEMCO CASE**

Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily. Mr. Marek

wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. Jones.

At this juncture in 2002, the firm is losing heavily in the forklift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year. What steps should Mr. Marek take to take the company out of its troubles?