VCD 7/03/15 Subject: Principles of Management _Class: FYBMM_Sem:II_75 marks_2 ½ hrs

Q.1. It is not uncommon among the senior managers to debate about the functions of management . Functional managers are responsible to lead a particular department based on functions such as marketing, accounting R&D , production , logistics and so on. Sometime they are criticized for interfering in functions of other mangers . Mostly issues are settled with direct involvement of the top management. Lot of literature is available indicating the arena within which each functional manager should operate. Still the confusion persists. Barun Roy, the HR manager has been assertive that real function of management is to take care of the needs of the staff and the staff will take of achieving business target. On the other hand, Shyam Ponappa, the marketing manager is to take care of market. The staff must fall in line with the organizational objectives. "Winning over the market and defeating the competitors should be the prime function of management" observed Ponappa [15]

a) How do you visualize functions of management
b) Which of these views you favour more

Q.2. Define management. Explain nature and 6M's of management [15]

OR

a) Explain the characteristics of management process [8]
b) Explain the importance of management for society [7]

Q.3. Explain the nature of organization, factors affecting staffing and elements of directing [15]

OR

a) Discuss the features of behavioral science approach [8]
b) Explain the benefits and limitation of scientific management [7]

Q.4. Discuss the process of decision making [15]

OR

a) Explain the nature of planning [8]
b) Discuss the various principles of co-ordination [7]

Q.5. Write a short note on (Any three): [15]

a) Henry Mintzberg's role of manager
b) Formal groups
c) Features of team management
d) Causes of stress
e) Soil/land pollution

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