MBA-1st Semester Examination  
Jan.2014  
Management Concepts and Application  
Subject Code: MSL- 501  

Time Allowed: 03 hours.  
Maximum Marks: 100  

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.  

Note: Question No. 1 is Compulsory and attempt any two questions from each section. All questions carry equal marks.  

1(a) Explain in brief the contribution of Henry fayol to the field of management.  
(b) Differentiate between unity of command and unity of direction  
(c) Explain Maslow’s need hierarchy theory.  
(d) What are the various controlling techniques?  

SECTION – A  

2. What do you understand by the term level of management? Elucidate the different levels of management.  

3. “A modern industry owes certain obligations towards specific identifiable groups in society.” Identify such groups and explain the nature of obligations.  

4. “whatever a manager doer, he does through decision making.” Amplify the above statement and describe the different steps in the process of decision making.  

SECTION – B  

5(a) What is the importance of span of control? What factors influence the span of control in a particular organisation?  
(b) Differentiate between centralized and decentralized authority  

6. Discuss essential features of sound and effective motivation system in the organisation. Also describe the theory of motivation given by Herzberg 2 factor theory.  

7. “Planning is meaningless without control and control is aimless without planning”. Explain and comment.  

1211061-P-1-Q-7