



Principles of Management

MBA Previous year

Main Exam, 2014

Maximum Marks - 70

Allowed time duration – 3 Hours

A. Descriptive questions: Attempt any three questions – (3 X 15 Marks each = 45)

1. Why managers opt for bounded rationality and intuition in decision making? Elucidate.
2. What is Organization Culture, How it is established and maintained in an organization?
3. Why is control important? Explain the control process.
4. Discuss relevance of Fredrick Herzberg's motivation hygiene theory in current context.
5. What is value change Management? Discuss in details requirements of value chain management.

B. Short questions : Attempt any five - (5 X 5 Marks each = 25)

1. Mass customization
2. Various styles of decision making
3. Social responsibility v/s social responsiveness
4. Mechanistic v/s organic approach
5. MBWA
6. Therblig
7. Difference between recruitment and selection
8. Efficiency v/s Effectiveness