

Punjab Technical University
Master of Computer Application Examination

MCA 2nd Semester PRINCIPLES OF MANAGEMENT 2004

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is compulsory.**
- 2) Attempt any Four questions from Section - B.**

Section – A (15 * 2 = 30)

- a) How management integrates ideas, things and people?
- b) Explain the role of diagnosis in decision making.
- c) What are the characteristics of a sound policy?
- d) How ‘action’ and ‘delegation of authority’ contribute to effective controlling?
- e) What do you understand by Matrix Organization Structure? What are its limitations?
- f) List the objectives of work study.
- g) Differentiate between ‘Market Research’ and ‘Marketing Research’.
- h) Explain the need of working capital in business.
- i) Does the existence of variety of communication media guarantee the Success of communication? Justify your answer
- j) What are the limitations of recruitment from internal sources?

Section - B (4*10 = 40)

(a) Why do most large department stores and supermarket chains establish their stores on a territorial basis?

(b) What are the main difficulties in the smooth relationship line and Staff officials in an enterprise? How can these be removed?

Q3) How planning is an intellectual process? Explain planning process by Highlighting the role of intellect in each step.

Q4) “Control is such a function of management that ensures work accomplishment in accordance to plans”. Explain controlling process by analyzing this statement.

Q5) Describe operative functions of human Resource Department.

Q6) Describe major segmentation variables meant for consumer market.

Q7) (a) What are the functions of routing, scheduling, dispatching and follow up in production management.

(b) Highlight the role of non verbal behavior in selection interviews.