



**MB 01**

**I Semester M.B.A. – Technology Management, M.B.A. – Health Service  
Management, M.B.A. – Financial Service Management  
Examination, Dec. 2009/Jan. 2010  
MANAGEMENT CONCEPTS  
(Fresher)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** sub questions. **Each** question carries **two** marks :

**(2×5=10)**

1. a) Define “grapevine” communication.
- b) What is organisation chart ?
- c) What is line and staff relationship ?
- d) What is meant by span of management ?
- e) What are the different types of leadership ?

**SECTION – B**

Answer **any five** questions. **Each** question carries **seven** marks :

**(5×7=35)**

2. Define ‘Bureaucracy’ as profounded by Max Weber.
3. Explain the characteristics of direction.
4. What are the types of motivation ?
5. What is effective co-ordination ?
6. What are the functions of a leader ?
7. What is the difference between choice making and decision making ?
8. What is division of work ? What are its advantages and disadvantages ?

**P.T.O.**



SECTION – C

Answer **any two** questions. **Each** question carries **ten** marks.

**(2×10=20)**

9. Explain Herzberg's motivation theory.
10. Compare the management principles of Henry Fayol with that of F. W. Taylor's.
11. Describe the essentials of a sound plan and different stages in the process of planning.
12. Define organisation and explain the different forms of organisations structure.

SECTION – D

Answer **any one** question. **Each** question carries **fifteen** marks :

**(1×15=15)**

13. Discuss the importance of motivation in business enterprises.
  14. "Policies are guides for managerial action". Discuss.
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