

IMCA, Utkal University

1st Semester Examination-2021

Subject- PRINCIPLES OF MANAGEMENT

Paper-1.4

Full Mark-70

Time-2 hours

Answer any five of the following questions.

Q1. Define management. What is the relevance of principles of management? Describe the 14 principles of management. (2 + 2 + 10)

Q2. What are the different management levels and management functions? Explain different roles played by a manager in an organization. (4 + 10)

Q3. Differentiate between plan and planning. What are the different types of plans? Describe the process of planning with a suitable example. (2 + 5 + 7)

Q4. What is motivation? Explain and correlate Maslow's Need Hierarchy with Alderfer's ERG theory. (2 + 12)

Q5. What do you mean by organizational structure? Explain the four building blocks of organizational structure. What is delegation? (2 + 10 + 2)

Q6. Write short notes. (7 + 7)

- i) Communication process
- ii) Feed forward, concurrent & feedback control

Q7. Define strategy. What do you understand by strategic management? Explain strategic management process with the help of an appropriate diagram. (2 + 3 + 9)

Q8. Write short notes. (7 + 7)

- i) Techniques of forecasting
- ii) Techniques of decision making

Q9. Differentiate between leadership and management. What are the different leadership styles? Explain managerial grid with a suitable diagram. (2 + 5 + 7)

