

IMCA 1st Semester Examination-2019

Subject -PRINCIPLES OF MANAGEMENT

Full Mark-70

Q1. Answer all the questions. (2*10)

- a) How is forecasting different from planning?
- b) What do you mean by n/PWR, n/AFF and n/ACH?
- c) Define management. How is it different from administration?
- d) How do you differentiate between efficiency and effectiveness?
- e) What is delegation?
- f) Differentiate between programmed and non-programmed decisions.
- g) What are the different functions of management?
- h) How does strategic control differ from operational control?
- i) What do you mean by proactive and reactive planning?
- j) Write down different motivational factors as per Herzberg's Hygiene theory.

Q2. Define strategy. Explain different levels of strategy with suitable examples. (10)

OR

Describe Maslow's theory of Need Hierarchy. Establish its relationship with Alderfer's ERG theory?

Q3. Describe the 14 principles of management. (10)

OR

What are the different steps of planning process? Briefly describe different types of planning.

Q4. Define controlling and the process of controlling. What do you mean by feedforward, concurrent and feedback control. (10)

OR

What are the different leadership styles? Draw and explain Managerial Grid.

Q5. What is Hawthorne Effect? Write down different phases of Hawthorne Experiment. (10)

OR

Explain the different techniques used for effective decision making.

Q6. Briefly describe the different roles of a manager. (10)

OR

What do you mean by strategic management? Describe different elements of strategic management process.
