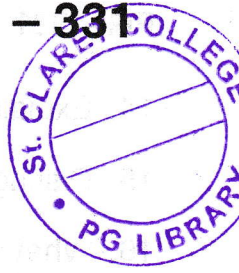




9

III Semester M.B.A. Examination, April/May 2022
(CBCS) (2014-15 and Onwards)
Open Elective : MANAGEMENT (MSW)
3.9 : Management Perspectives



Time : 3 Hours

Max. Marks : 70

Instruction : Answer **all** questions and **all** Sections/Parts.

PART – A

Answer **all** the questions. **Each** question carries **2** marks : **(10×2=20)**

1. Define the term 'management'.
2. What is planning ?
3. Define the term 'Human Resource Management'.
4. What is leadership ?
5. Expand – SWOT.
6. What is horizontal communication ?
7. Name any three theories of motivation.
8. What is Pareto rule ?
9. What is co-ordination ?
10. What is span of management ?

PART – B

Answer **any four** questions. **Each** question carries **five** marks : **(4×5=20)**

11. Explain the importance of management.
12. Distinguish between delegation of authority and decentralisation.
13. What are the advantages of training and development ?



14. Explain Maslow's need Hierarchy theory of motivation.
15. Distinguish between verbal and non-verbal communication.
16. What are the merits and demerits of line and staff organisation ?

PART – C

Answer **any three** questions. **Each** question carries **10** marks : **(3×10=30)**

17. Discuss the different functions of management.
18. What is recruitment ? Explain the different HR activities in a typical organisation.
19. Explain 4P's of marketing of a company of your choice.
20. Write short notes :
 - a) Finance decisions
 - b) Working capital
 - c) TQM and JIT.
21. Discuss the different types of managerial control systems followed in an organisation.