



JP – 746

MSW 9

III Semester M.B.A. Examination, May/June 2023  
(CBCS) (Repeaters)  
(2014-15 and Onwards)  
MANAGEMENT

3.9 : Open Elective – Management Perspectives

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answer *all* Sections.



SECTION – A

Answer **all** the questions. **Each** question carries **two** marks.

(10×2=20)

1. Define the term 'Organization'.
2. What is Directing ?
3. Define the term 'marketing management'.
4. What do you mean by quality circles ?
5. Define scientific management.
6. What is vertical communication ?
7. What is Brainstorming ?
8. Expand MBO.
9. What do you mean by decentralization of authority ?
10. Define the term Budgeting.

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks.

(4×5=20)

11. What is Organizational Structure ? Distinguish between functional structure and divisional structure.
12. Write a short note on Fish Bone diagram.

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13. Write a short note on Pareto chart ? Explain its application with an example.
14. Distinguish between centralized vs. decentralized organizational structures.
15. Differentiate between leadership and management.
16. Explain the importance of presentation skills and group discussion.

SECTION – C

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

17. What are the different types of leadership styles ? Discuss any three types briefly.
  18. What is SWOT analysis ? Explain SWOT with respect to any company of your choice.
  19. Explain Hertzberg's two- factor theory in detail.
  20. Define communication. Explain the importance of communication in Management.
  21. What are the characteristics of a leader ? Discuss the advantage and disadvantages of any one of the styles of leadership of your choice.
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