

(DBUS01) (NR)

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M.B.A. DEGREE EXAMINATION, MAY – 2018**First Year****Perspectives of Management****Time : 3 Hours****Maximum Marks : 70****SECTION - A****Answer any three questions****(3 × 5 = 15)**

- Q1)** a) Concept of Management
b) HENRY FAYOL
c) Planning premises
d) Need of decentralisation
e) Line and staff conflicts
f) CPM

SECTION - B**Answer any three questions****(3 × 15 = 45)**

- Q2)** Explain the nature and scope of management.
- Q3)** Explain significance of planning. Discuss types of plans.
- Q4)** What are the factors influencing span of control?
- Q5)** What are the barriers of communication? Explain.
- Q6)** What are the different techniques of control?
- Q7)** Explain decision making process and decision tree analysis.

SECTION - C***Case Study (Compulsory)*****(10 Marks)**

Q8) Read the following case and answer the questions given at the end.

Kavery Limited publishes fortnightly magazine titled Kavery. The magazine is published in four regional languages. The company has its own printing press with M.S. Subramaniam as Press Manager. He is responsible for the overall working of the press. The press runs on two – shift basis for six days per week and performs all activities related to magazine printing, that is starting from typesetting stage to binding stage. For making magazine successful, its timely publication is one of the crucial factors. The Press Manager has a total Employee strength of nearly 300 with six persons at the senior management level who work in the day shift and 25 supervisors and 120 operators for each shift. Each supervisor has 4 to 10 operators directly reporting to him. The number of operators reporting directly to a supervisor varies according to nature of work involved in different sections.

One day, the Press Manager attended a seminar on management by objectives organised by the local management association and addressed by a consultant on MBO. He was highly inspired by the theme of MBO and intended to install this system in the press. He was very much sure that he would make performance evaluation of the Employees easier and improve their productivity.

Subramaniam worked several days on what the output objective of the press would be. After finishing this work, he called a meeting of his senior staff. He gave a written statement containing the objectives of each functional area of the press to senior staff members and requested each member to review the objectives, ask questions for clarification, and then prepare specific operational plans and quotas for his respective departments, supervisors, and operators.

- a) Is this a workable MBO system? Explain your stand.
- b) Had this been the Press Manager, would you have proceeded to install MBO differently why?
- c) As the Press Manager, how will you proceed to define press's objectives?

