

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

MBA (Executive) (Sem.-1)
PRACTICES OF MODERN MANAGEMENT
Subject Code : MBX-101
M.Code : 74210

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains TEN questions carrying TWO marks each and students has to attempt any EIGHT questions.
2. SECTION-B consists of SEVEN questions each, carrying SEVEN marks each and student has to attempt any FIVE questions.
3. SECTION-C is consist of ONE Case Study carrying NINE marks.

SECTION-A

1. Discuss the concepts briefly :

- a. Taylor's contribution to management thought.
- b. Systems approach to management.
- c. Line Staff.
- d. Management by objectives.
- e. Significance of planning in management.
- f. Re-engineering.
- g. Unity of command.
- h. Coordination.
- i. Strategic alliance.
- j. Accountability.

SECTION-B

2. Discuss and list principles of Management as given by Henri Fayol.
3. Discuss authority and different types of power and their role in management.

4. Define steps of planning process and common pitfalls encountered.
5. Compare and contrast Japanese and American style of management.
6. Write note on global management practices and philosophy as practiced by Toyota.
7. State and draw different types of Organization structure and describe their utility.
8. Compare and contrast American and Japanese styles of management.

SECTION-C

9. Case Study :

Giridhar had come a long way from when he joined R.P. Communications (having a turnover of Rs.20 lakhs) as a trainee artist in 1995 and today he had come to occupy the position of Creative Head at R.P. Communications (with a turnover of Rs.15crores). As a young trainee (in 1995), Giri (as Giridhar is addressed by his colleagues) has been an amicable personality, he had always displayed keenness to gain knowledge - learn more, many-visible traits of creativity - in the sense try to make “unique”/different from others presentations, willing to share information and so on. It was typically these qualities of Giri which made him approachable to others and appreciated by one and all, and also saw him rising in the organisation structure.

Nicky Tanwar, the Creative Director at R.P. Communications, who had known Giri right from the time he had joined R.P. Communications as trainee, was surprised and recalling the contents of the just concluded meeting with the members of the creative team at R.P. Communications. Meena (a recent recruit at R.P. had said “Madam, Gill sir, scares the hell out of us by re-using to listen to our point to view”. Raj an executive at R.P. Communications had revealed “Madam, Gin withholds important information from us, and creates conflict when he has to interact with other teams at R.P.”.

Mohan, a senior creative manager at R.P. had said Giri, seems to have changed, he seems to prefer to adopt a forcing style, like a controller and expects all the assignments to be completed before time and doesn't entertain any questions or queries from any of the creative team members. Nicky found it hard to believe that a likeable person such as Giri could cause conflict. Nicky had promised the creative team to look into the matter and have a talk with Giri also.

Questions :

What do you think is the major cause of the problem in the above case? How as a management consultant would you solve the problem for Nicky?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.