

- 1) Choose the correct alternative from the following and write the same (10)
- i) Unique Ltd. is using eco-friendly method of production. Identify the objective it is trying to achieve.
- a) Social Objective
 - b) Personal Objective
 - c) Organisational objective
 - d) Individual objective
- ii) The production manager tries to produce goods with minimum costs. Name the concept which is being focused by management.
- a) Efficiency
 - b) Effective
 - c) None of the above
 - d) Organising
- iii) "Sarayu Ltd has changed its objectives because of change in business environment." Which characteristic of management is mentioned here?
- a) Management is all pervasive
 - b) Management is a dynamic process
 - c) None of these
 - d) Management is a continuous process
- iv) Grant father of Arjun retired as the Production Manager of a manufacturing company. At which level of management was he working?
- a) Top level
 - b) Middle level
 - c) Lower level
 - d) All the above
- v) Factors that create opportunities and threats to business units is known as_____.
- a) internal environment.
 - b) external environment.
 - c). micro environment.
 - d) macro environment.
- vi) A systematic application of scientific knowledge to practical task is known as_____.
- a) technology.
 - b) culture.
 - c) demographic.
 - d) legal.
- vii) External factors affecting a business environment also be referred to ____factors.
- a) controllable.
 - b) uncontrollable.
 - c) relevant.
 - d) global
- viii) This principle is against 'Dual Subordination':
- (a) unity of direction
 - (b) unity of command
 - (c) scalar chain
 - (d) none of the above
- ix) This principle advocates 'One Head and One Plan'
- (a) unity of direction
 - (b) unity of command
 - (c) scalar chain
 - (d) none of the above
- x) The principle in which authority flows from highest to lowest rank
- (a) unity of direction
 - (b) unity of command
 - (c) scalar chain
 - (d) none of the above
- 2) "Alcoholic beverages are prohibited to be advertised on media". A statutory warning is also required to be given while showing the use of harmful goods on media, which component of environment prohibits advertising of such products? Explain. (3)
- 3) Due to economic crisis of 1991, the government initiated major economic reforms in various sectors of the economy. Explain, in brief, the three major economic reforms introduced in 1991 (3)
- 4) Auto Fashions is planning to launch casual wearline for college students in a year's time to extend its product line. At present the company has reduced the prices of its formal wear by 10% to retain its existing market share. Giving suitable reasons, identify the objectives of management which Auto Fashions is fulfilling by undertaking such activities. (3)
- 5) Meena is one of the most successful managers of her company, Globe Ltd. She knows that the principle of management are intended to apply to all types of organizations, business as well as non-business, small as well as large, public sector as well as private sector.

i) One of the points related to the nature of management principles is being highlighted in the above description. Identify the point.

ii) Explain any three other points of the nature of principles management other than the one identified above. (3)

6) Finolex Corp. is in the field of providing security alarms for households. It has put in a number of years and has reached the stage of achieving good profits and growth avenues. The company realizes that its employees are its most important assets and thus has always provided them with competitive salary and good working conditions. It also takes care of the society and has opened two hospitals where free treatment is provided to people from poor families.

Is the management of Finolex Corp. able to fulfill its objectives? Justify your answers. (4)

7) i) Name and explain the principle of management which requires judicious application of penalties by the management

ii) Name and explain the principle of management according to which a manager should replace "I" with "we" in all his conversation with workers (4)

8) Sumedha, a floor manager at a departmental store very often speaks to people at all levels without bothering about the official channel of communication and also passes on instructions regarding her department and also the other department

a) Which principle of management is being overlooked by Sumedha, State and Explain?

b) What will be its adverse impact? (4)

9) 'Konark Ltd.' is an electronics goods manufacturing enterprise situated in Shivpuri, Maharashtra. It is earning a very low revenue in comparison to a competing electronic goods manufacturing enterprise, 'Nova Ltd.' situated in Rajasthan. Both Konark's and Nova's operations are affected directly by the investors, customers, Competitors and suppliers, which are unique to their respective locations. In addition to this, individuals/firms of this field are affected indirectly by the factors like the money supply in the economy, compositions of the families, the technological changes, etc.

a) Identify and state the features of the concept discussed in the above paragraph.

b) Also, state any four points of importance of this concept. (5)

10) State any five functions performed by the manager who is working at the middle level management.

OR

State any five characteristics of Coordination.

(5)

11) Shivalik Ltd is facing crisis in business. A detailed analysis of operation reflected that the workers of production department were not satisfied with behavior of production manager, as they had to work for long hours without rest. Further, it was decided to carry out a detailed analysis of every aspect of work. Planning and operation department were separated to facilitate specialization.

Identify the techniques of scientific management, reflected in above case and explain in details

OR

Give any six characteristics of management

(6)