

1M201

Roll No. \_\_\_\_\_

Total No. of Pages: **3**

1M201

**M.B.A. I - Sem. (Main / Back) Exam., - 2023**  
**M – 101 Fundamentals of Management**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART – A**

**[10×2=20]**

**All questions are compulsory**

- Q.1 Asses the limitation of bureaucratic management in today's context.
- Q.2 What are the different skills required for different levels of management?
- Q.3 Discuss the contributions of Peter Drucker in the field of management.
- Q.4 "Decision making is the primary task of the management." Discuss this statement and write the steps of decision making.
- Q.5 Define Organizing. Also, differentiate between Centralization and Decentralization.
- Q.6 What is job Analysis? Write any two importance of staffing.
- Q.7 "A good leader is not necessarily a good Manager." Discuss this statement and compare leadership with management.
- Q.8 "Control is a fundamental function that ensures work accomplishment according to plans." Analyze this statement and outline various step in involved in control process.



- Q.9 Discuss the contribution of Ratan Tata in making India a global economy.
- Q.10 Discuss the principles of effective directing.

### **PART – B**

[5×6=30]

#### **Attempt any five questions**

- Q.1 What was the contribution of Elton Mayo and his Hawthorne experiment to modern management? What were the Elton Mayo's main conclusions from the Hawthorne studies?
- Q.2 What are the major contributions of Herbert Simon to the decision making theory?
- Q.3 "Planning is an intellectual process, the conscious determination of course of action, the basis of decisions on purposes, facts and estimates", discuss the statement and identify the steps involved in planning process.
- Q.4 "Structure of an organization should be tailor made, search for a typical structure is vain." Comment on this statements and discuss various types of organization structure.
- Q.5 Why is recruitment regarded as a positive process and selection as a negative process? Discuss the major tests that are used in selection. What are the benefits and problems in using selection tests?
- Q.6 What does the directing function of management involve? Discuss the importance of directing in management process. What are the four elements of Directing?
- Q.7 What do you mean by coordination? Discuss the various features and techniques of coordination.
- Q.8 Write an essay on Mr. Narayan Murthy's contribution to managerial world. Also, highlight his leadership style.



**PART - C****(Compulsory)**

Q.1 Jai (who works for XYZ Ltd.) and Vina (who works for PLM Ltd.), are employed as Production Managers. Last night, both of them attended a staff development meeting organized by a Production Management Institute (a professional body), of which they are members. During the tea – break, Jai and Vina discussed the various leadership styles that they were following in their respective organizations. Jai told Vina that he had a friendly personality and was optimistic that he will get on well with the workers in the factory. He went on to say that a total of fifty workers are employed, with 40 of them having been employed with the business for over 20 years. The others, mostly unskilled, tend to be younger workers who stay for a year or so and then move on, since Jai thinks that they are harder to motivate. Jai is aware that new Health & Safety regulations are due to be implemented and this will require discipline in the workforce. He is thinking of adopting a more autocratic leadership style. Vina told Jai that she was newly appointed to the role and was relatively inexperienced. She pointed out that she manages a team of forty workers, grouped into project teams with highly skilled and experienced staff in each team. Vina mentioned that her predecessor was unpopular with the workforce since he adopted an autocratic style of leadership. At one stage, the Labour Relations Agency was asked to mediate in a dispute regarding management/employee relations. In view of this, she had been thinking of adopting a democratic leadership style.

**Questions -**

1. Explain the key functions of management within organizations such as XYZ Limited and PLM Limited.
2. Discuss whether or not Jai and Vina should adopt their proposed new leadership styles within their respective organizations.
3. With reference to each organization (XYZ Limited and PLM Limited), discuss the role of management in motivation.



1M204

Roll No. \_\_\_\_\_

Total No. of Pages: 2

1M204

M.B.A. I - Sem. (Main / Back) Exam., - 2023

M – 104 Marketing Management

Time: 3 Hours

Maximum Marks: 70

*Instructions to Candidates:*

(i) The question paper is divided in three parts.

(ii) **Part A** contains **10** questions which are compulsory. **Part B** contains **eight** questions out of which **five** are to be attempted. **Part C** contains **one** question which is compulsory.

1. NIL 22MBIXX633

2. NIL

**PART – A**

[10×2=20]

**All questions are compulsory**

- Q.1 Explain Marketing Mix.
- Q.2 What is Socio-cultural Environment?
- Q.3 Define Segmentation.
- Q.4 Define Packaging.
- Q.5 Explain consumer buying behaviour.
- Q.6 What do you understand by 'Product Differentiation'?
- Q.7 What is 'Market Penetration Pricing'?
- Q.8 Define 'Retailing'.
- Q.9 What do you understand by 'Public Relations' in marketing communication?
- Q.10 Explain Digital Marketing.

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## **PART – B**

[5×6=30]

### **Attempt any five questions**

- Q.1 Distinguish between selling and marketing and also state the features of marketing.
- Q.2 Discuss the steps of marketing planning.
- Q.3 Describe different basis of segmenting consumer markets with examples.
- Q.4 Explain Buying Decision process in detail.
- Q.5 Describe different stages of Product Life cycle with example.
- Q.6 State pricing objectives in brief.
- Q.7 Write short notes on 'Advertising' and 'Sales Promotion'.
- Q.8 Explain 'Rural Marketing' and 'Sustainable Marketing' with suitable examples.

## **PART – C**

[20]

### **(Compulsory)**

- Q.1 Sun Medquip is a medical equipment manufacturing company. It has recently developed an advance BP Instrument having special digital recording technology, which is suitable and required in the hospitals. For deciding marketing strategy for this new product, the CEO of Sun Medquip, Mr. Ajay Sinha called a meeting of the Marketing Heads of different zones. The North Zone Head Mr. L. Pareek suggested that the instrument was sophisticated, therefore personal visits to the hospitals and direct demonstration before the staff members are needed. He also suggested recruitment of additional sales staff for the same. The South Zone Head Mr. Ayanger pointed that cost involved might be too high, so the existing distributors should be used for selling this new product.

#### **Questions -**

- (a) In the given case, identify the channel of distribution mentioned. What are the factors influencing the choice of the channel of distribution in this case?
- (b) Suggest the marketing communication tools, which could be used here and the role they may play.



1M203

Roll No. \_\_\_\_\_

Total No. of Pages: 2

1M203

M.B.A. I - Sem. (Main / Back) Exam., - 2023  
M - 103 Operations Management

Time: 3 Hours

Maximum Marks: 70

*Instructions to Candidates:*

- (i) The question paper is divided in three parts.
- (ii) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

1. NIL

2. NIL

**PART - A**

[10×2=20]

**All questions are compulsory**

- Q.1 What is the scope of Operations Management?
- Q.2 What are the objectives of Demand forecasting? Mention any four objectives.
- Q.3 Enlist the phases in Product Design Development.
- Q.4 Elucidate four determinants of effective capacity.
- Q.5 Determine eight factors that affects plant location decision.
- Q.6 Define four ways of proper material handing
- Q.7 What do you mean by 'Aggregate Planning'? Discuss any two techniques of 'Aggregate Planning'.
- Q.8 Define Reorder point and safety stock.
- Q.9 Discuss any two uses of ERP.
- Q.10 What is a bill of material? Mention the parts of a bill of material.



**PART - B**  
**Attempt any five questions**

[5×6=30]

- Q.1 Discuss the implications of organisation strategy for Operations Management.
- Q.2 Discuss different qualitative and quantitative techniques of demand forecasting.
- Q.3 Discuss different qualitative techniques of location analysis.
- Q.4 What are the different types of facilities layout? Give examples of different industries where these layouts can be used.
- Q.5 Differentiate between long range, intermediate and short range planning giving appropriate examples.
- Q.6 What are the different costs associated with inventory? Why is inventory considered as necessary evil?
- Q.7 Explain degree of standardization and mass customization using appropriate examples.
- Q.8 Write short note on capacity planning.

**PART - C**  
**(Compulsory)**

[20]

- Q.1 An auto parts supplier sells batteries to car dealers and auto mechanics. The annual demand is approximately equal to 1200 batteries. The supplier pays ₹ 1960 for each battery and estimates that the annual holding costs is 30% of the battery's value. It costs ₹ 1400 to place an order (managerial and clerical costs). The supplier currently orders 100 batteries per month.
- (a) Determine the ordering, holding and total inventory costs for the current order quantity. 41151  
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- (b) Determine the ECQ. 70
- (c) How many order will be placed per year using the EOQ. 6257.14