

Principles and perspective of
Management

QP CODE : 25321

[Total Marks : 80]

(3 Hours)

- N.B. : 1) Question No.1 is compulsory.
2) Attempt any four from the remaining six questions.

1. (a) Discuss the different leadership styles with examples. (10)
- (b) Explain the contributions of Henry Fayol, to the development of management thought. (10)
2. (a) How does long-term planning differ from short-term planning? How can both be coordinated? (07)
- (b) "Management process is considered to consist of certain function". List and Elaborate these functions in a logical order. (08)
3. (a) What is Span of Management? Explain the Narrow span and Wide Span of Control? (07)
- (b) What are the major features of strategic decision and tactical decision? How do you differentiate between the two? (08)
4. (a) What are the basic types of organization structures? Explain the Flat Organization structure? (07)
- (b) What is motivation? Explain McGregor's Theory "X" and Theory "Y". (08)
5. (a) What are the steps in planning process? (07)
- (b) Define the term Training and development. Explain the various methods of training and development. (08)
6. (a) What is marketing mix? Explain briefly the components of marketing mix. (07)
- (b) What do you mean by Performance Appraisal? Explain various methods of Performance Appraisal? (08)
7. Write Short Notes on any three:- (15)
 - a. Maslow's Need Hierarchy Theory
 - b. Product Life Cycle
 - c. Line Authority
 - d. Recruitment and Selection
 - e. Advertisement and Promotion
