

Savitribai Phule Pune University
Department of Management Sciences
MBA-BT Semester I
Semester End Exam Dec 2014

101-Principles, Practices of Management and Business Communication

Maximum Marks: 50

Time: 3Hrs

Answer Section 1 and 2 on separate sheets.

Section 1 (Marks 30)

N. B. 1) Solve any two questions from Q1 to Q4 (12marks each).

2) Q5 is compulsory (6 marks)

Q1. "Planning Bridges the gap from where you are to where you want to go"- Discuss with illustrations.

Q2. What is leadership? Explain Hershey Blanchard's situational leadership theory.

Q3. Explain Herzberg's two factor theory of motivation.

Q4. Explain following principals of Fayol with details

- a) Order
- b) Division of Labour
- c) Unity of Command
- d) Espirit-de-Corps

Q5. Write Short Notes on (Any One)

- i) Budget as a control measure
- ii) Line vs staff organization
- iii) Importance of coordination

Section 2 (Marks 20)

Instructions:

- a) The numbers in brackets indicate marks. Maximum marks for each question is 10
- b) Draw neat diagram where necessary
- c) Both Q's are compulsory, internal option provided in some questions.

Q1a. Draw a neat diagram of Communication Process and explain in brief importance of Feedback in communication (5)

Q1b. Explain in brief importance of 'Knowing your subject'. (5)

OR

Q1b. 'Knowing your audience' (5)

(Not more than 10-12 lines, be brief but organized)

Q2a. As a manager Finance, write a MEMO, addressed to all departmental heads to attend a meeting for finalizing the budget for the accounting year 2015-16. (5)

OR

Q2a. "A meeting for review of expenditure for the first three quarters of current fiscal year and seeking explanation for over/ under spending of the allocated budget provision for AY 2014-15". (5)

(Follow memo format strictly)

Q2b. Write a letter to 'The Editor Times of India, Pune' regarding your views on 'Helmet compulsion' while driving a two wheeler for vehicle. (5)

(Write precisely with logical argument, either pro or cons related to the said issue. Letter should be precise, brief and organized.)