

University of Pune
Department of Management Sciences
MBA-BT Semester I
Semester End Exam Nov 2011
101-Principles, Practices of Management and Business Communication

Maximum Marks: 60

Time: 3Hrs

Answer Section 1 and 2 on separate sheets.

Section 1 (Marks 40)

Note: a) Question 1 is compulsory.

b) Attempt any three questions from Q2-Q5. All questions carry equal marks (10).

Q1. You have been assigned a task of planning, organizing and executing a 1 day National Seminar on 'Recent Trends in Biotechnology' - at Marriott, Pune during last week of January 2012. You have to plan the activity to the minutest details and also to plan the feed-forward controls for the activity. Write a systematic plan of action.

(You are free to assume certain things. List all your assumptions separately)

Q2. Explain Blake and Moutons managerial grid theory of leadership.

Q3. Compare between Maslow's and Herzberg's theory of motivation.

Q4. 'Management is a multipurpose organ – manages business, manages worker and work' - Discuss

Q5. Write short notes on any two:

- a) Art of Decision- Making
- b) Importance of Co-ordination
- c) Centralization Vs Decentralization
- d) Systems Theory

Section 2 (Marks 20)

Q1. As a dealer for Toyota Corolla you have received a claim under warranty from one of your valued customer. The customer is asking for replacement of fused halogen headlamp. The warranty does not cover the items such as lamps or decorative plastic parts. The customer is an MD of a reputed company. It is his personal car but denying his request may prove to be costly as you may not get the future business from his company. Think logically and write the letter to customer that his request will be attended to.

Q2. Explain barriers to communication with suitable examples. Also mention how the barriers can be overcome.

OR

Q2. What are elements of communication? Explain in details giving appropriate examples.