

Seat No.	
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**Regu – F- 407**

**M.B.A. (Part - I) ( Semester – I) Examination, 2010**  
**PRINCIPLES AND PRACTICES OF MANAGEMENT (New) (Paper – I)**

Day and Date: Tuesday, 14-12-2010  
Time : 10.30a.m. to 1.30 p.m.

Total Marks : 70

- Instructions**
- 1) Q. No. 1 & 5 are Compulsory
  - 2) Solve any two questions from Q. Nos. 2 to 4.
  - 3) Figures to the right indicate marks .
  - 4) One fourth marks for Q. No. 1 are reserved for analysis of case.

1. Briefly analyze following case and answer the questions given under it. **20**

ABC Company has planned to introduce Herbal tooth paste in the Indian market. The Company is aware of competition in the market from both National & International organizations. The top management of the company has decided to take advice from management experts to find the impact of external and internal factors while planning to introduce the product in the market . As a management expert you are invited by the company to give suggestions on following aspects, which will help the company to enter successfully in the market.

You are requested to answer the following questions.

- a) Why is it necessary for this company to study the external environmental factors?
- b) Elaborate with reasons any three major external factors which company should study before introducing the product in the market.
- c) Elaborate with reasons any three major internal factors which company should study before introducing the product in the market.

**P.T.O.**

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2. a) What is Management? Explain the importance of management. **8**  
b) Describe different skills required at top, middle and lower levels of the organization. **7**
- 3 a) Elaborate the Proces of planning. **8**  
b) Describe the meaning and importance of organizing. **7**
4. a) Explain the Hierarchy of needs theory of motivation . **8**  
b) What is Leadership? Describe any four qualities of a successful leader. **7**
5. Short notes (**any four**) : **20**
- a) Functional Approach of Management
  - b) Management by objectives (MBO)
  - c) Importance of Communication in Business
  - d) Controlling
  - e) Staffing
  - f) Organization Structure.

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