

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – I

R.No.

Subject: Principle of Management
Full Marks: 100

Course Code: MGT 311
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. In management process, the most misinterpreted word is:
a) Organizing c) Controlling
b) Delegating d) Planning
- Q2. The department(s) that an event management company will have is (are):
a) Creative c) Client servicing
b) Production d) All of the above
- Q3. Who said, "Management is a multiple purpose organ that manages a business, manages a manager and manages workers and work"?
a) Harold Konnntz c) Kenneth O 'Donell
b) Peter Drucker d) Anonymous
- Q4. Under mechanism of scientific management, scientific task setting includes:
a) Time Study c) Method Study
b) Motion Study d) All of the above
- Q5. Management as a discipline is the function of
a) Science c) Creativity
b) Art d) All of the above
- Q6. Delegation of Authority refers to the followings:
a) Transfer of authority b) Centralize the Authority
c) Reserve the authority at centre d) All of the above
- Q7. The worddenotes a function, a task, a discipline.
a) Management c) Motivation
b) Leadership d) None of the above
- Q8. The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as:
a) Planning c) Leading
b) Organizing d) Controlling
- Q9. What are the three interpersonal roles of managers?
a) Figurehead, leader and liaison c) Director, coordinator, disseminator
b) Spokesperson, leader, coordinator d) Communicator, organizer, spokesperson
- Q10. Which one is not a recognized key skill of management?
a) Conceptual skills c) Technical skills
b) Human skills d) Writing skills
- Q11. In what orders do managers typically perform the managerial functions?
a) Organizing, planning, controlling, leading c) Planning, organizing, leading, controlling
b) Organizing, leading, planning, controlling d) Planning, organizing, controlling, leading
- Q12. At what level of an organization does a corporate manager perform?
a) Functional c) Middle level
b) Operational d) Top level
- Q13. Which of these is not recognized challenges of modern managers?
a) Micro-managing the workforce c) Managing change
b) Managing communications d) Managing the learning organization
- Q14. Which of the followings is the capacity to affect the behaviors of others?
a) Leadership c) Trait
b) Power d) Aggression
- Q15. Who is a profounder of Bureaucracy theory?
a) F. W. Taylor c) Henry Fayol
b) Max Weber d) Abraham Maslow



MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – I

Subject: Principle of Management
Full Marks: 100

Course Code: MGT 311

Time: 3:00 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any EIGHT questions:

- | | |
|---|-----|
| Q1. State and explain the major functions of management. | 5 |
| Q2. What are the building blocks of organizing? Explain. | 5 |
| Q3. Define planning. Discuss the steps involved in the planning process. | 2+3 |
| Q4. What do you mean by leadership? Explain the traits of effective managerial leader. | 2+3 |
| Q5. Define organizational change. Explain the reasons for resistance to change. | 2+3 |
| Q6. "Decision making is said to be the heart of management process". Explain the given statement with reference to the importance of decision making. | 5 |
| Q7. What do you mean by organization? Describe the nature of it. | 2+3 |
| Q8. Discuss the acceptability of Herzberg's motivation hygiene theory in Nepali context. | 5 |
| Q9. What are the limitations of planning? Explain. | 5 |
| Q10. Define controlling. What are the steps of controlling? | 2+3 |

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any THREE questions:

- | | |
|---|-----|
| Q11. Explain the statement "management is an art of getting things done through others". Discuss the emerging challenges of management. | 5+5 |
| Q12. Distinguish between leader and manager with examples. Explain the challenges of 21 st century leadership in detail. | 5+5 |
| Q13. Explain the 14 principles of administrative theory by Henry Fayol with its contributions and limitations. | 10 |
| Q14. Define planning. Discuss the various types of planning. | 2+8 |
| Q15. Explain the importance of Abraham Maslow's theory in identifying the needs category in the workforce. | 10 |

SECTION D: CASE STUDY (15 MARKS)

Q16. Read a case given below and answer the following questions:

DISTILLERS MUST COPE

The Makalu Distillery is in operation for the last three decades. It produces a single brand of whisky-Gold. The Distillery had very successful years until 1987-88. It operated two shifts a day due to increasing demand. Its market share was estimated to be around 31 percent.

The sale of Gold whisky started declining after 1990. Many new competitors appeared in the market. A variety of new liquor brands like wine, beer, gin, rum, brandy and vodka were introduced by the new companies. Some of the old distillers started selling whisky to cut-rate bottlers who mix it with inferior whiskies and sell it in pouches at reduced prices. A lot of this bulk whisky now goes to rural and remote areas of Nepal. Farming communities in rural areas prefer this cheaper whisky. Other distillers are developing new products and targeting new market segments. A major segment of Makalu's market was lost due to growing anti-liquor campaigns in some of the rural areas. Some municipalities have even banned the sale of liquor in their territories.

Very recently, a multinational company appeared in the market with its fine-quality whisky and dry-gin. The Kathmandu market is now flooded with a variety of whiskies and other liquors. The Makalu Distillery is now in crisis. It has lost most of its market. However, it continues to survive because a small segment of the market still prefers Gold whisky. About four years back, a consumer's survey was undertaken to identify the causes for decline in sales. The survey indicated that the quality of Gold whisky is not as good as it used to be. The management of Makalu Distillery has recently surveyed the managers and waiters of hotels, restaurants, fast-food shops, resorts, and cabin and dance restaurants for their opinion about the Gold whisky. The dealers and retailers were also interviewed. The following were the responses received from the survey:

- Introduce a new brand of quality whisky (87%)
- Introduce other brands of liquor (82%)
- The whisky should be sold at lower prices (63%)
- Join the bottlers to produce a line of non-alcoholic mixtures also (59%)
- Look for long range development instead of short-term profits (54%)
- Introduce aggressive sales promotion schemes and newspaper advertisement (44%)
- Look for a distiller for joint venture or for alliance (41%)

Remember, these responses came from a cross-section of liquor dealers, retailers and consumers. How would you assess the situation facing the Makalu Distillery?

Questions:

- | | |
|---|-----|
| a) What are the basic problems faced by the Makalu Distillery? What are their causes? | 2+3 |
| b) For its short-term survival, what goals and objectives should it pursue? | 5 |
| c) Should the Distillery make a shift in its current goals? | 5 |

☺☺☺