

MBA I Semester Regular/Suppl. Examinations, December 2015

PERSPECTIVES OF MANAGEMENT
(Master of Business Administration)

Time: 3 Hours

Max. Marks: 60

Note: Answer All Sections of Questions

All Questions from **Section-A** are to be answered at one place.

SECTION-A

6 × 2 = 12M

1. What is the scope of management?
2. What do you mean by MBO?
3. What is meant by centralization and decentralization?
4. Explain briefly about inter-group behavior.
5. Write a note on Equity theory of work motivation?
6. What is the process of negotiation?

SECTION-B

3 × 12 = 36M

1. a) In the context of new era, how do you manage people and organizations?

OR

- b) What are the different types and levels of planning? Discuss the process of planning in organizations.
2. a) What do you understand by decision making process and decision tree analysis?

OR

- b) Define motivation? Explain Vroom's Expectancy Theory of Motivation and Herzberg's two factor theory.
3. a) What is meant by control? Explain various control techniques in detail.

OR

- b) Define group and explain the five stage model of group formation.

SECTION-C

1 × 12 = 12M

Rena Magnotta has just been hired as vice president of sales and marketing for Dual Dial Laboratories, a medium – sized manufacturer of barometric gauges and weather instruments. Dual Dial manufactures, distributes, and sells products designed for both land and marine use. Land instruments are adapted for marine use on boats, docks, light house, and sea planes. Their corrosion is prevented by a special heavy – duty galvanizing process. Market surveys show that the market for such measurement devices is growing rapidly throughout the country.

Dual Dial is attempting to break into the military market for both land and marine models. This market has the potential to become larger than the public market, but it can be very sporadic because of political influences on expenditures.

Manufacturing plants are in Miami, which services and distributes to the eastern half of the United States (to approximately Dallas), and Los Angeles, which services the western United States. Magnotta has been given complete authority by the president of Dual Dial to reorganize the marketing department into any structure that will maximize profitability.

Questions

1. What Organizational design do you think will be best to organize Dual Dial's marketing department? Draw an organization chart and justify your answer.
2. Design an alternate organizational structure and discuss its advantages and weaknesses.
