

ESSENTIALS OF MANAGEMENT-I

Duration: 2 Hours

Max. Marks: 60

**Instructions:**

*Figures to the right indicate maximum marks.*

*Start each new question on a fresh page.*

*All questions are compulsory.*

Q1 (a) Define motivation. Discuss Maslow's Theory of Motivation. (12)

**OR**

Q.1(x). Can management be treated as Art-Justify the statement. (6)

Q.1(y). Differentiate between Administration and Management. (6)

Q.2 (a) Define Planning. Explain the various steps involved in planning. (10)

**OR**

Q.2(x). Define Departmentation. Discuss its benefits. (6)

Q.2(y). State and briefly explain the characteristics of a good budget. (4)

Q.3(a) Define communication. What are the various barriers in communication? Elaborate measures to overcome these barriers. (10)

**OR**

Q.3(x). Explain the democratic style of leadership. (6)

Q.3(y). Write a note on top level management. (4)

Q.4 (a) Explain the argument for and against social responsibility. (10)

**OR**

Q.4(x). Define ethics given by P.W.Wright. Explain the need for business ethics. (6)

Q.4(y). Explain the factors affecting business ethics. (4)

Q.5(a). What do you mean by social responsibility. Explain the levels of social responsibility. (6)

Q.5(b). Write a note on staffing. (4)

**OR**

Q.5(x). What do you mean by business ethics? What are the principles of business ethics? (6)

Q.5(y). Discuss the importance of management in today's corporate world. (4)

Q.6 WRITE A SHORT NOTE ON ANY TWO (2X4=8)

1. Importance of controlling.

2. Qualities of a good leader.

3. Importance of motivation

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