

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: MIM/ MHRDM (Batch 2018-21), Sem-I**

**Subject: Principles of Management**

**(End Term Examination)**

**Maximum Marks: 25**

**Duration: 1hr. 30mins.**

**Date: 23<sup>rd</sup> November, 2018**

**Attempt any 1 question from each section (Q1 to Q3).**

**(25 Marks)**

**QUESTION 1 (Attempt any 1)**

- A) Why has Fredrick Tyler been called the father of scientific management and Peter Druker the father of modern management?
- B) What are the differences between productivity, effectiveness and efficiency?
- C) Explain MBO and SWOT analysis.

**QUESTION 2 (Attempt any 1)**

- A) Your boss offers you a promotion to be a position in a country that your family does not like. Make the necessary assumptions and then state how and what you would decide?
- B) What are the different types of organization structures? Explain their merits and limitations.
- C) Importance of Vision and Mission in an organization, illustrate with suitable example.

**QUESTION 3 (Attempt any 1)**

- A) Why do most controls of overall performance tend to be financial? Should they be? What else would you suggest?
- B) “Planning is an important strategic function” Comment.
- C) Differentiate between Centralization and Decentralization of Authority