

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: MFM Sem II (2017-20 Batch)

Subject: Principles of Management

(End Term Examination)

Maximum Marks: 25

Duration: 1Hr. 30 Mins.

Date: 12th April. 2018

Question 1 Attempt

(10 Marks)

- a. Elaborate Fayol's fourteen principles of management. How does it differ from scientific management approach?
- b. Bring out the contribution of F.W. Taylor in management

Question 2 Attempt any One

(10 Marks)

- a. Do the PESTAL analysis for Snapdeal with the recent development.

OR

- b. Discuss the various stages of planning process in progression. What are the reasons for failure of planning?

Question 3

(5 Marks)

Explain the terms:

1. Multinational Company
2. Global company
3. Transnational Company

_____END_____