

TERM END EXAMINATION – DECEMBER, 2018

Diploma in Management (DIM)

2015 – 2016 Syllabus

DIM-01: Principles and Practise of Management

Time – 3 Hours

Full Marks – 100

*Answer all questions from 'Group-A', any four questions from 'Group-B',
any four questions from 'Group-C' and any two questions from 'Group-D'*

Group-A

Q. No. 01. Answer all the questions.

(1X 10=10 Marks)

- i. When a manager monitors the work performance of workers in his department to determine if the quality of their work is 'up to standard', this manager is engaging in which function?
a) Planning b) Controlling c) Organising d) Leading
- ii. What is the first step in a control process?
a) Allocate resources b) Choose key personnel for the task
c) Select a strategy d) Set standards
- iii. What is the weakest form of control?
a) Pre-control b) Simultaneous control c) Post-control d) Dual control
- iv. What one of these is not a recognised type of authority?
a) Executive b) Functional c) Line management d) Supplier
- v. How can you describe the thinking and outlook of transformational leaders?
a) Strategic b) Operational c) Functional d) Developmental
- vi. _____ is not a resource for the business entity.
a) Labour b) Capita c) Landlord d) Land
- vii. In what order do managers typically perform the managerial functions?
a) organising, planning, controlling, leading b) organising, leading, planning, controlling
c) planning, organising, leading, controlling d) planning, organising, controlling, leading
- viii. What are the three interpersonal roles of managers?
a) Figurehead, leader and liaison b) Spokesperson, leader, coordinator
c) Director, coordinator, disseminator d) Communicator, organiser, spokesperson
- ix. Which one is not a recognised key skill of management?

- a) Conceptual skills b) Human skills c) Technical skills d) Writing skills
- x. To what does authority refer?
- a) The ability to organise people b) The power to command and direct
- c) The need for order d) the right to change jobs

Group-B

(5x4= 20 Marks)

Q. No. 02. Write notes on any four from the following (each within 50 words).

- a) Decentralization
- b) Socio-cultural environment
- c) Management by objective
- d) Strategic business unit
- e) Business level objectives
- f) Political environment

Group-C

(10x4=40 Marks)

Q. No. 03. Answer any four questions (each within 200 words).

- a) What are the key managerial skills required for contemporary business houses?
- b) How has the concept of business evolved over the years? Explain.
- c) How business is different from philanthropy? Explain.
- d) Should Businesses have social objectives? If so, explain why or why not?
- e) What is the importance of specialization? Explain.
- f) Write the difference between centralization and decentralization of power and authority.

Group-D

(15x2=30 Marks)

Q. No. 04. Answer any two questions (each within 250 words).

- a) What are the different levels of management? Explain their function.
- b) How has Fayol contributed to the management discipline?
- c) Are the contributions of Taylor still relevant? Explain.
- d) Elaborate the economic and non-economic activities related to business with examples?