

TERM END EXAMINATION - JUNE 2019

Diploma in Office Management (DOM)

Management Principles and Applications

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. 1 (Answer all the questions, each within one or two sentences) Marks: 1 × 10 = 10

- a) What is the basic significance of planning?
- b) Why is effective communication important to the manager?
- c) Is it possible to be both a task-oriented and people-oriented leader?
- d) How can reverse logistics cater to a green supply chain strategy in the future?
- e) What are the differences between Maslow and ERG theory of motivation?
- f) What do you mean by "systems approach"?
- g) Write a short note on motion study.
- h) What are the factors that govern the degree of decentralization in an organization?
- i) "Management is the art of getting things done through and with people in formally organized groups." Explain
- j) Does money play any role in motivating people? Explain.

Group 'B'

Q. No. 2 (Answer any four questions each within 100 words) Marks: 5 × 4 = 20

- a) Discuss the merits and demerits of planning
- b) Explain the elements of the communication process.
- c) State the main factors that are likely to affect resistance to management control systems, and their successful implementation.
- d) Describe the role of the Internet in managing supply chains in the future.
- e) Who introduced the concept of managerial skills? Do you agree that a lot of technical skill is required by the top management of an organization?
- f) "Delegation is the key to administrative effectiveness". Elucidate.

Group 'C'

Q. No. 3 (Answer any four questions each within 200 words) Marks: 10 × 4 = 40

- a) Explain briefly the steps involved in planning process
- b) Explain decision making & the steps involved in it.
- c) "Leadership is the driving force which gets things done." Explain.
- d) Comment on five main leadership positions depicted in management grid. Which one would you advocate and why?
- e) Give your own views on the controversial nature of management control.
- f) "For business to be sustainable, and even profitable, our planet has to be sustainable". This realization has hit businesses perhaps the hardest in recent times. Comment.

Group 'D'

Q. No. 4 (Answer any two questions each within 300 words) Marks: 15 × 2 = 30

- a) What is meant by Management by Objectives? Discuss its advantages & limitations.
- b) An individual cannot be motivated externally until the individual is not ready internally. Do you agree or disagree? Give reasons for your answer.
- c) Why is informal channel of communication called, a grapevine? Should managers use the grapevine or rely on formal channels?