

**TERM END EXAMINATION- JUNE, 2019**  
**P.G Diploma in Media Management (PGDMM)**  
**Advance Diploma in Media Management (ADMM)**  
**Diploma in Media Management (DMM)**  
**Certificate in Media Management (CMM)**

**Management Principles and Applications**

**Time - 3 Hours**

**Full Marks - 100**

*(Answer All the 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) Why management is considered as a process?
- b) What is disseminator role of a manger?
- c) What are the major contributions of Robert Owen to management?
- d) What is *esprit de corps*?
- e) What is participative management?
- f) What is bounded rationality?
- g) What is scalar chain?
- h) What is self-actualization?
- i) Define controlling.
- j) What is TQM

**Group 'B'**

**Q. No. 2** *(Answer any four questions each within 100 words)*

**Marks: 5 × 4= 20**

- a) Why management is considered as a science?
- b) Discuss the systems approach to management.
- c) Explain the need and significance of planning.
- d) What is grapevine and why does it develop in organizations?
- e) Discuss the characteristics of effective control system.
- f) Explain the role of six sigma in organizations.

**Group 'C'**

**Q. No. 3** *(Answer any four questions, each within 200 words)*

**Marks: 10 × 4= 40**

- a) Explain the three important skills of managers.
- b) Critically examine the relevance of Bureaucracy Model in modern organizations.
- c) Discuss the need and importance of MBO.
- d) Discuss the importance of delegation of authority.
- e) Explain the assumptions and relevance of Theory Y.
- f) Differentiate between manager and leader.

**Group 'D'**

**Q. No. 4** *(Answer any two questions, each within 300 words)*

**Marks: 15 × 2= 30**

- a) Critically analyse the contribution of scientific management
- b) "Centralization is not necessarily bad, nor is decentralization necessarily a good". Elucidate the statement.
- c) Compare and contrast between Maslow and ERG theory of motivation.