Instructions: (1) Figures on the right indicate marks of the question.
(2) This question paper carries 5 questions.

1 (a) Define management. Discuss management as a process. 07
(b) Is management an art or a science? Discuss. 07

OR

1 (a) Write a note on system approach to management. 07
(b) Discuss the concept of social responsibility in business. 07

2 Write short notes on: (Any Two) 10
   (i) Planning Process.
   (ii) Management by Objectives.
   (iii) Forecasting.
   (iv) Decision – Tree.

3 (a) Differentiate: Delegation of authority and Decentralisation. 07
(b) Write a note on Informal Organisation. 07

OR

3 (a) Explain any seven principles of effective organising. 07
(b) Write a note on Span of management. 07

4 (a) Discuss Maslow’s Need Hierarchy theory of motivation. 07
(b) Explain the concept of leadership continuum. 07

OR

4 (a) Explain David C. McClelland’s theory of motivation. 07
(b) What is meant by communication? Explain the different barriers of effective communication. 07

5 Write short notes on: (Any Three) 18
   (i) Process of Control.
   (ii) Break – Even – Analysis.
   (iii) Sources of recruitment.
   (iv) On the job training methods.
   (v) Autocratic Style of Leadership.
   (vi) Factors affecting effective supervision.