

DEPARTMENT OF MANAGEMENT, SMBS, JAMIA HAMDARD.
MBA GENERAL 1st YEAR, 2nd SEMESTER EXAMINATION 2019
PAPER CODE: MBA OUE MM 19; PAPER TITLE: PRINCIPLES OF MANAGEMENT.

Time: 03 Hours

Maximum Marks: 75

Roll No. _____

Instructions:

Write your roll number immediately on the receipt of this question paper.

Attempt any 5 questions out of 8 (15*5=75)

1. (a) What are the various essential skills needed for a manager to perform management tasks. Illuminate with reference to Emotional Intelligence as a key factor (8marks)
(b) Define creativity in management & how can it be examined at the workplace management. Clarify with examples. (7marks)
2. (a) Explain the idea of Team Management and discuss the various phases of Team Management. (10 marks)
(b) What are the various functions of a manager? Explain with examples. (5 marks)
3. (a) Elaborate the 7S McKinsey Model in terms of functional aspect of Management (10 marks)
(b) Exemplify the concept of Business Process Reengineering. When should an organization opt for BPR? (5marks)
4. (a) Explicate the concept of TQM and six sigma with examples. What is the need for having a TQM system in an organization (10marks)
(b) Discuss the Ernst & Young's framework for Knowledge Management (5 marks)
5. (a) "Peter. F Drucker", is known as the Father of Modern Management; highlight some of his insight as a contribution to the field of Management (8 marks)
(b) Mention any five Management Tips from Harvard Business Review and also briefly give their description and illustrations. (7 marks)
6. (a) Describe the various managerial roles in relation to the various managerial skills with suitable examples (10 marks)
(b) Discuss some of the dynamic principles of management (5 marks)
7. (a) Elucidate the concept of Management Consultancy, also mention the leading Management Consulting firms in the Industry(15 marks)
8. (a) Briefly discuss the characteristics of creative people in an organization citing relevant examples (8marks)
(b) Enlighten the notion of CRM and its importance in organization from a management perspective. (7marks).

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