

Q.P. Code :02526

[Time: Three Hours]

[Marks:80]

- N.B:**
- 1. Question No. 1 is compulsory.**
 - 2. Attempt any four from the remaining Questions No. 2 to No.7.**
 - 3. Illustrate answers with proper example wherever necessary**

- Q.1 a. Define Management. Explain the functions of management in detail. 10
b. Outline the main contributions of Henry Fayol to the development of management thoughts. 10
- Q.2 a. Explain the steps involved in planning process. 08
b. Describe the concept of decision – making and comment on its features. 07
- Q.3 a. What is span of control? What are the factors affecting it? 08
b. “Planning and Controlling go together”, Evaluate the statement critically? 07
- Q.4 a. Explain Maslow’s theory of motivation with diagram. 08
b. Distinguish between decentralization and delegation of authority. 07
- Q.5 a. Explain various styles of leadership with examples. 08
b. What is recruitment? Discuss briefly various sources of recruitment for managerial positions. 07
- Q.6 a. Define Performance Appraisal. Explain any 2 traditional and any 2 modern techniques of appraisal. 08
b. Name the stages in product life cycle and Explain each stage briefly. 07
- Q.7 Write short notes on: (any three) 15
- Theory X and Y
 - Induction
 - Types of training
 - Non-monetary incentives
 - 4 P’s of Marketing