

CSM – 50/19

Management

Paper – I

Time : 3 hours

Full Marks : 300

The figures in the right-hand margin indicate marks.

*Candidates should attempt Q. No. 1 from Section – A and Q. No. 5 from Section – B which are compulsory and any **three** of the remaining questions, selecting at least **one** from each Section.*

SECTION – A

1. Answer any **three** of the following with relevant examples wherever applicable to trace practical applications. Substantiate your answer with conceptual framework of relevant management theory: 20×3 = 60

(a) What motives are the components of 'Esteem' and 'Self-Actualisation' need in reference to 'Hierarchy of Need Theory' ? -

- (b) Compare and contrast the 'Hierarchy of Needs Theory' with that of 'Hygiene Theory'.
 - (c) Alderfer's 'ERG Theory' is also a development of Maslow's theory and how is this ?
 - (d) What are the coping behaviours when blockage occurs while accomplishing goals ?
2. (a) State the concept of Matrix organization, the guidelines required to make it effective and its advantages.
- (b) Elaborately state the concept of Strategic Business Unit (SBU) and potential problems with SBU's. Clarify whether SBU can have more than one 'Cost Centre', substantiate your answer with reasoning.
- (c) What is the McKinsey's '7s Framework' ? How is it different from the Operational Approach/ Management Process ?

→ 20+20+20 = 60

3. (a) While developing human resources how the effectiveness can be increased through employee-centered' supervision ? What is a development cycle ? What is a regressive cycle ?

(b) Explain elaborately the concept of Johari Window and its significance in practical working environment.

(c) What is "Power" ? Discuss, in detail, the various sources of power. 20+20+20 = 60

4. (a) What are the objectives of Linear programming ? What are its principles and advantages ?

(b) Why and how do we measure the spread of data ?

(c) What is the difference between 'Scalar' and 'Vector' ? What are the types of 'Vector' ?

20+20+20 = 60

SECTION – B

5. Write short notes on any **three** of the following in about **200** words each : 20×3 = 60
- (a) Role Identity and Role Perception
 - (b) Command Group and Interest Group
 - (c) Rationality and Bounded Rationality
 - (d) Ohio State Leadership Study Vs Managerial Grid Concept
6. (a) Elaborately state the step in the Optimizing Model of decision making.
- (b) State in details the four stages in handling conflict process.
- (c) What are the major components of organization structures ? 20+20+20 = 60
7. (a) Elaborately discuss the concept of Situational Leadership.
- (b) State the relationships between the Situational Leadership with McGregor's Theory and Argyris's 'Maturity-Immaturity' continuum.

(c) What are the various relationships between Situational Leadership and Power Bases ?

20+20+20 = 60

8. (a) Elaborately discuss the differences between Licensing and Franchising ? What are the types of franchising ?

(b) What are the patterns of 'Global Expansions and Entry Modes' for the firm ?

(c) What is 'Off-shoring' as a concept and what are its advantages ? 20+20+20 = 60

