

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT

Office of the Dean
2011

Full Marks: 60
Time: 3 hrs.

BBA/BIM/ First Semester/MGT 201: Principles of Management

Candidates are required to answer the questions in their own words as far as practicable

Group 'A'

Brief Answer Questions:

[10×1=10]

1. For what kinds of activities do we prepare short term planning?
2. Clarify the concept of decentralization of authority.
3. Give any four importance of motivation.
4. Point out any three advantages of group decision.
5. State any four methods of overcoming resistance to change.
6. Sketch the matrix structure.
7. What is the full form of CPM and PERT?
8. Specify the conditions of decision making.
9. Introduce any three principles of total quality management.
10. Provide the concept of active listening.

Group 'B'

Short Answer Questions:

[6×5=30]

11. Who is leader? What qualities does a leader need to possess? Explain.
12. Describe the emerging management issues and challenges.
13. State and explain the different techniques of motivating employees in organizations.
14. Define controlling. What is the process of control? Explain.
15. State the nature of organizational change and explain the forces that bind organizations to change.
16. Describe the different types of decisions that a manager need to apply in different situations.

Group 'C'

Comprehensive answer questions:

[4×5=20]

17. Read the following case carefully and answer the questions that follow:

Macalu Fashion is a partnership firm based in Dhangadhi that manufactures and sales readymade garments. Since last ten years it is enjoying a good market share in the readymade garments business. During the first five years of its introduction, the firm earned profit from its readymade garments from the Eastern part of the countries. There was nominal competition among a few firms at the beginning that helped Macalu to enjoy a good position in this field. Moreover, the markets where Macalu's products used to go were not change in terms of fashion and the like. Majority of the employees were semi-skilled and a very few were skilled in Macalu.

Macalu did not face any human resource problems during the period even though there was no scientific job design, departmentalization, any attractive reward schemes as such in the firm. The position of Macalu changed tremendously after the five years of its introduction. The environment of the garments industry changed substantially because of increase in number of new competitors, high expectations of the employees, rapid change in fashion designs and technology, and unionization.

Mr. Kapil and Mr. Binod are the equal partners. Financial position of the Macalu Fashion is not sound in these days and the bankers are not satisfied with the performance of the firm. Sales is going down every year because of the environmental changes as mentioned above. The partners decided to have one working partner from the fashion designing background.

Pooja is known as a good fashion designer with an experience of ten years career in garments business. At present, she is having a difficult time because of the conflicts with her partners. She has shown interest to join Macalu as a partner. Understanding her intention and a need of a fashion designer for the Macalu, Kapil and Binod decided to give her equal percent share in Macalu if she pays the sum of Rs.10 million. Pooja is ready to put the amount and join the Macalu Fashion.

Workers are getting monthly salary plus allowances. The worker who meets the standard gets both the salary and allowance; but the worker not meeting the standard gets only salary that is nominal. The existing incentive system is not effective to motivate the employees. Mr. Kapil and Mr. Binod are eager to adopt the changes considered necessary to secure in their business but do not know how to make things happen.

Questions:

- a. What may be the objectives for Macalu Fashion?
- b. What would be a suitable organization structure for the firm? Design and explain the structure.
- c. What techniques of employee motivation are suitable in Macalu Fashion? Why?
- d. Do you think Macalu will be able to capture the good market share after the decision of making Pooja as a partner? Give your reasons.