

TRIBHUVAN UNIVERSITY  
FACULTY OF MANAGEMENT

Office of the Dean

2013

Full Marks: 60

Time: 3 Hrs.

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

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

**Group "A"**

**Brief Answer Questions:**

[10 × 1 = 10]

1. Differentiate between tall and flat hierarchy.
2. Give the concept of managerial ethics.
3. State the types of plan.
4. Give the meaning of quality of work life.
5. Write about benchmarking.
6. What is *esprit de corps*?
7. Give any two advantages of centralization of authority.
8. List the different types of manager.
9. State the types of control.
10. Write full form of QC and PDCA.

**Group "B"**

**Short Answer Questions:**

[6 × 5 = 30]

11. Define management. Explain the emerging challenges for management.
12. What is leadership? Describe the qualities of leadership.
13. What is communication? Describe the communication process.
14. Define controlling. Describe the characteristics of an effective control system.
15. What is decision making? Explain briefly the steps involved in a rational-decision making process.
16. What is organizational design? Explain the emerging issues in organizational design.

**Group "C"**

**Comprehensive Answer Questions:**

[4 × 5 = 20]

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

Nepal Jute Mill (NJM) was established after the Second World War in the bordering town Biratnagar. From the beginning of its establishment the ownership and management of NJM was with the private sector. Biratnagar, Jhapa, Sunsari and many parts of Saptari are known for producing raw Jute.

The main jute product was Jute bags. After II world war there was a huge demand of jute products in Nepal, India and Bangladesh. Until 1975 Nepal was also exporting Jutes in India and Bangladesh. During that time farmers were also getting satisfactory price from selling the raw jutes.

Until 1980, the market of jute product was quite satisfactory to earn profits for the factory.

In the beginning of 1980s the massive use of plastic bags began, and jute bags have been almost replaced by them in this region. This has an adverse effect on every jute mills of the region specially Nepal, India and Bangladesh. Looking at this situation of low demand for jute products, in the early 1990 Bangladesh government has banned the use of plastic bags for domestic and packaging purposes. At the same time, jute mills in Bangladesh were encouraged by the government to produce jute bags and jute carpets. Jute carpets are having good international market even in these days. In India and Nepal, there is no such regulation to ban the use of plastic bags and encouraging jute farmers and products.

In the late 90s NJM faced a big economic crisis and it had to close its mill for about a year. There was declining national and international market for jute bags, export of raw and finished jute declined in our neighboring market as well. Its earnings declined heavily. The factory was not in a position to pay salary and maintenance costs. They were not having alternative plan to survive in this situation. Finally, it decides to sell its plant to a local entrepreneur. Now, this factory was shifted from the place of its original establishment. Employing 230 employees regularly, the Mill is making return of 5% on its investment per annum. The mill has been encouraging jute farmers to cultivate raw jute. With increasing awareness against the use of plastic products, demand for jute product is increasing. At the latest, company is planning to make a survey of the demand of jute carpets in the national market.

#### Questions:

- Describe the problems in this case.
- How do you compare the situation of demand of jute products in the past and present?
- Identify weakness and strength of NJM.
- Can you give some alternatives to run the mill by NJM itself instead of selling it to private sector?

