

**TRIBHUVAN UNIVERSITY**  
**FACULTY OF MANAGEMENT**

Office of the Dean  
**2016**

**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. What do you mean by decisional role?
2. List out the different levels of management.
3. What is conceptual skill?
4. Define non-programmed decisions.
5. What is corporate governance?
6. List out four disadvantages of centralization.
7. What is command group?
8. Differentiate between autocratic and democratic leadership style.
9. Mention any four features of motivation.
10. Define quality of work life.

**Group 'B'**

**Short Answer Questions:**

**[6×5=30]**

11. What is system? Explain the contribution of system theory in the development of management.
12. Explain the role of education, experience and situation in making a manager effective and efficient.
13. What is planning? Explain the steps in planning process.
14. What is TQM? Discuss the emerging issue in quality management.
15. What is organizational change? Describe the areas of organizational change.
16. What are the emerging issue in organization design? Discuss the principles of organizing.

**Group 'C'**

**Comprehensive answer questions:**

**[4×5=20]**

17. Read the following case carefully and answer the questions that follow:  
Mr. Rakesh Gurung is a Production manager at Sagarmatha Foods Pvt. Ltd., which is the manufacture of noodles and biscuits. At sagarmatha Foods he has always exercised the negative motivational tools to the employees. He is very focused in production and was not considerate towards the employees. He uses to punish the staffs in the case of absenteeism and late comings with deducting the pay and using other tools. He gives specific target to the staff and threatens them that unable to achieve the target performance will lead towards the dismissal from the company. Despite of using these negative motivational tools he was very successful in achieving the targets. The staffs were regular and punctual and were also able to achieve the target performance on time. Observing these cases, Kanchenjunga foods hires Mr Gurung as a Chief Executive Officer for their company by increasing the salary and incentives of Mr. Gurung. The management of Kanchenjunga was very optimistic that their performance will boost up as they have hired a successful manager for their company. Mr. Gurung started to take the

responsibility to handle the activities of the company. He called the meeting of existing staffs, supervisors and the departmental managers and give them the specific performance parameters and also threatens them that unable to achieve the targets will result in dismissal from the company. He also extended the office hour by one more hour. He also stated the punishment for the absenteeism and late comers in the office. After six month, the company management found that the performance of the company was very lower then, before, absenteeism increasing, job turnover is alarmingly high, conflicts among the staffs risen up and many more other cases Finally, the company management asked Mr. Gurung that why he was not able to increase the performance and in response he said that none of his management tools is working properly in this organization. Lastly, management decides that Mr. Gurung was incompetent manager and fired him from the organization.

**Questions:**

- a. What are the scenarios in this case?
- b. Examine the leadership style of Mr. Gurung in both companies.
- c. Describe the motivational practices of Mr. Gurung. Why was Mr. Gurung successful in one company and unsuccessful in the next?
- d. What techniques would you suggest to Kanchanjunga foods to motivate its employees?