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Masters of Business Administration (Distance)

Home Assignment – Sem-I
(2011-12)

Marks : 80

Essentials & Functions of Management

Code : MBA-101

Note :

- * The Paper consists of two sections I & II
- * Questions from Section I carry equal marks
- * Section II is Compulsory

Section I

Q.1 Define Business. Distinguish between Administration and Management.

(15)

OR

Q.1 Is Management an Art or Science? Explain.

Q.2 “Planning bridges the gap from where we are to and where we want to go”. Discuss.

(15)

OR

Q.2 Define the term Organisation. Distinguish between Formal and Informal Organisation. Also explain benefits of both.

Q.3 “Leaders are born, but Managers can be made”. Substantiate with suitable examples.

(15)

OR

Q.3 Explain the importance of training in industry. Also explain different methods of training.

Q.4 **Write short Notes.** (Any 3)

(15)

- a. Behavioural Approach
- b. Management by Objectives
- c. Maslow’s Theory of Motivation
- d. Span of Control
- e. Importance of Public Enterprises

Section II

(20)

Q. 5. CASE STUDY

The Wind Swift Limited was a manufacturer of windmills and generators having considerable exports out of India. They had an assembly plant in Germany, warehousing facilities at Rotterdam, and a Sales office in London. Having these locations in different countries the distance between the three countries was much favourable being the vicinity of each other with good communication and transportation facilities. The distance between the head office in Mumbai and these places was quite considerable. The idea behind this was making Europe the hub of export marketing. However, later on it was found that transportation from Europe to West Asia was convenient and there was a demand that the company should supply goods to these areas through Rotterdam instead of from Mumbai. Considerable business was diverted to West Asia (where company had the largest sale) from Mumbai to Rotterdam.

Respective country managers were almost on equal footing and were sending complaints to Mumbai that Germany is not manufacturing products in time, warehousing at Rotterdam is taking much time and sales booked are often being delivered late from Rotterdam. The Chief Manager, Mumbai who was incharge of exports, communicated these offices that communication systems from India are not good and it is wise for these offices to solve their issues amongst themselves as they are into better position for communication.

During the visit of Managing Director of a company to Rotterdam, it was complained that they cannot coordinate in absence of directions from Mumbai Office and Mumbai Office evades its responsibility to coordinate. After returning to Mumbai the Managing Director asked the Chief Manager as to why he is not taking interest? The Chief Manager replied that no amount of long distance indirect communication will work unless the three offices in Europe show willingness to coordinate by themselves. Mumbai office can support, however, cannot play a directional role. The Managing Director is wondering how coordination should be established in this situation?

Answer the following Questions :

- Q.1. Would you advise to modify organization structure?**
- Q.2. How do you think that the three European Managers should coordinate?**
- Q.3. Is it possible to strengthen coordination by using any technology?**
- Q.4. Do you think that Mumbai is taking a negative approach?**