

Core Courses (CC)

Principles of Management

F.Y.B.M.S. : Semester - II

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Preface

We are indeed, very pleased to present the Revised Edition on "Principles of Management" to the F.Y.B.M.S. Semester - II students of the University of Mumbai as per the revised syllabus w.e.f. June 2016. The book is written as per Choice Based Credit, Grading and Semester System.

Knowledge of management is vital to any executive working in any organisation, large or small. Managing people is crucial for the success and survival of business firms in today's competitive business world. The objective of this subject is to enable the students to obtain the basic knowledge and skills required in the field of management.

This book is written precisely as per the revised syllabus prescribed by the University of Mumbai. The book is presented in four chapters and outlines the importance and functions of management.

Glossary of key terms is provided in appendix which would be of use to the students to answer the objective questions.

Special thanks are for Shri Nitin A. Shah and his staff at Manan Prakashan for their sincere efforts in bringing out this edition.

Comments and suggestions from students and from teaching community regarding the contents would be of great help to enhance the quality of future editions of this book.

November 25, 2018

- Authors

PRINCIPLES OF MANAGEMENT

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II




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Question Paper Pattern

Semester End Examination :

Maximum Marks : 75

Duration: 2½ Hrs.

Questions to be Set : 05

All Questions are Compulsory Carrying 15 Marks each.

Q.No.	Particulars	Marks
Q.1	Objective Questions* (A) Sub questions to be asked 10 and to be answered any 8 (B) Sub questions to be asked 10 and to be answered any 7 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	15
Q.2	Full Length Question OR	15
Q.2	Full Length Question	15
Q.3	Full Length Question OR	15
Q.3	Full Length Question	15
Q.4	Full Length Question OR	15
Q.4	Full Length Question	15
Q.5	(A) Theory Questions	8
	(B) Theory Questions	7
	OR	
Q.5	Short Notes - To be asked 05, to be answered 03	15

Note : Full length practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 marks.

Internal Assessment :

- One Class Test (20 Marks)**
Match the Column/ Fill in the Blanks/
Multiple Choice Questions (*½ Mark each*) **05 Marks**
Answer in One or Two Lines
(Concept based Questions) (*01 Mark each*) **05 Marks**
Answer in Brief (Attempt Any Two of the Three)
(*05 Marks each*) **10 Marks**
- Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

III



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Syllabus

Unit - I : Nature of Management (15 Lec.)

- **Management** : Concept, Significance, Role and Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid
- Evolution of Management Thoughts, Contribution of F. W. Taylor, Henri Fayol and Contingency Approach

Unit - II : Planning and Decision Making (15 Lec.)

- **Planning** : Meaning, Importance, Elements, Process, Limitations and MBO
- **Decision Making** : Meaning, Importance, Process, Techniques of Decision Making

Unit - III : Organising (15 Lec.)

- **Organising** : Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations
- **Departmentation** : Meaning, Basis and Significance
- **Span of Control** : Meaning, Graicunas Theory, Factors Affecting Span of Control
- Centralization v/s. Decentralization
- **Delegation** : Authority and Responsibility Relationship

Unit - IV : Directing, Leadership, Co-ordination and Controlling (15 Lec.)

- **Directing** : Meaning and Process
- **Leadership** : Meaning, Styles and Qualities of Good Leader
- **Co-ordination** as an Essence of Management
- **Controlling** : Meaning, Process and Techniques
- **Recent Trends** : Green Management and CSR

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IV



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F.Y.B.M.S. : Semester - II

Elective Courses (EC)

Principles of Marketing

Edited By
Michael Vaz

- *Meeta Seta*
- *Poonam Kakkad*
- *Shalini Padhi*



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Internal Assessment :

- One Class Test (20 Marks)**
Match the Column/ Fill in the Blanks/
Multiple Choice Questions (*1/2 Mark each*) **05 Marks**
Answer in One or Two Lines
(Concept based Questions) (*01 Mark each*) **05 Marks**
Answer in Brief (Attempt Any Two of the Three)
(*05 Marks each*) **10 Marks**
- Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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Elective Courses (EC)

Principles of Marketing

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S.Y.B.M.S. : Semester - IV

Core Courses (CC)

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Meeta Seta



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Internal Assessment :

1. **One Class Test (20 Marks)**
Match the Column/ Fill in the Blanks/
Multiple Choice Questions ($\frac{1}{2}$ Mark each) **05 Marks**
Answer in One or Two Lines
(Concept based Questions) (**01 Mark each**) **05 Marks**
Answer in Brief (Attempt Any Two of the Three)
(**05 Marks each**) **10 Marks**
2. Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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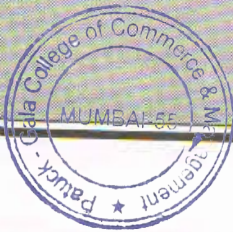
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We express our sincere thanks to all our readers, authors and business associates for helping us in our mission of producing quality books for quality education. We wish all our young readers a brilliant success in various examinations and a bright future.



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Core Courses (CC)

Business Research Methods

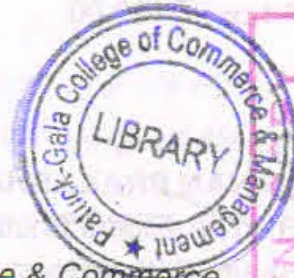
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