UTTARAKHAND TECH. UNIVERSITY

UTU

B.TECH YEAR-2012

SUB:- PRINCIPLE OF MANAGEMENT
1. Please read the following case let carefully and answer the questions given at the end

- The world’s leading mobile phone company, Nokia Corporation, launched its ‘take back’ campaign in early 2009. The initiative, aimed at educating mobile phone users about the importance of recycling e-waste, had launched in a number of countries since 2005.

Main issues behind these campaigns were:

(a) Sustainability
(b) Recycling
(c) Awareness campaigns

On January 1, 2009, Nokia India, the Indian arm of world’s leading mobile company, announced this ‘take-back’ campaign, on the occasion of the launch of the initiative, S.Shailendra, Managing Director,

Nokia India said "if every Nokia user recycled just one unused phone, the discarded phone will live on in something new, as the material is used to make item like park benches, utensils etc."

This campaign was first launched in 2005 in Finland before which it handled pilot project in the UK

And Sweden during the late 1990s. It supported the concept of individual producer responsibility (IPR)

And the take-back initiative was launched or an IPR initiative. According to the company, Nokia was very environment conscious and followed the “design for Environment” process where it took into account environmental aspects in every phase of product development right from the beginning of product life cycle.

Questions:

(a) Critically Analyze the Nokia’s Take Back Initiative.

(b) Do you think Nokia’s Take-Back initiative will receive good response in India? What should Nokia’s strategy is to create awareness about recycling e-waste among Indian consumers?

Write short notes on any four of the following:

1. Efficiency and effectiveness
2. Distinguish between contingency approach and system approach.
3. Job enrichment
4. Explain all the steps involved in planning process?
5. Define motivation and its process
6. What are the techniques of control?
Attempt any two of the following:

1. Fayol's general principles of management provide a basis for development of management theory, comment on the validity of statement by giving a brief account of Fayol's principles. Which of these principles are more important and why?

2. Explain nature of leadership? "There is no one best style of leadership universally applicable to all situations" comment.

3. Coordination is the essence of management, explain how coordination is achieved?

Attempt any two of the following:

1. Explain McGregor's theory X and theory Y, how theory Y an improvement over the traditional View that you can motivate employees by paying them more money.

2. Explain the concept and mechanism of 360° appraisals?

3. To manage is to forecast and plan to organize and to command to coordinate and to control. Discuss this statement.

Attempt any two of the following:

1. Explain the types of management information system with their relevant importance for each level of management.

2. What is organizational structure? Explain different types of organizational planning structures?

3. Compare and contrast various theories of management which approach would you suggest and why?