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**Question Paper Code : 47038**

M.B.A. DEGREE EXAMINATION, JANUARY 2018  
First Semester  
BA 5102 – PRINCIPLES OF MANAGEMENT  
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is management ?
2. What is meant by scalar chain ?
3. What is meant by premising ?
4. What is MBO ?
5. What is span of control ?
6. What is stress interview ?
7. What is grapevine communication ?
8. What is organisation culture ?
9. Mention the major steps involved in controlling process.
10. Mention any two non-budgetary control techniques.

PART – B

(5×13=65 Marks)

11. a) Describe some important managerial roles performed by the managers at top level.

(OR)

- b) What are the fundamental principles of scientific management ? Explain.



12. a) Describe the major steps involved in the planning process.

(OR)

b) Explain the concept of Doctrine of Bounded Rationality in decision making.

13. a) Describe any four principles for effective delegation of authority.

(OR)

b) Discuss in detail the benefits of performance appraisal.

14. a) Explain the essential characteristics of a good communication system.

(OR)

b) What are the primary characteristics of an organisational culture ? Explain.

15. a) Discuss the advantages of budgetary control techniques.

(OR)

b) Explain the essential requisites of an effective control system.

PART – C

(1×15=15 Marks)

16. a) Discuss the importance of management from the point of view of modern business operations.

(OR)

b) You are an Administrative Head of a multinational organization, which owns and manages tea plantations in a developing country. The organization's advertising emphasises the organization's 'partnership with the developing world'. In recent weeks, the organization has been the subject of a series of critical articles in a national paper. The articles have contained detailed data about the pay and conditions on the plantations and have described those pay and conditions as exploitative. The newspaper has also commented unfavourably on the arrangements, which the organization has made with the country's government for the repatriation of profits. The information in the articles has been accurate, and it is evident that a member of the organization has been supplying the information, although the organization has a rule that a member of staff 'must not disclose commercial information to unauthorised persons' and another one which says that 'all contacts with the press must be handed by the properly authorised officers'.

At a social function, a member of your department inadvertently makes it plain that it is she who has been supplying the information to the newspaper. She immediately recognises what she has done and says that you 'must ignore what I've said or I'll be sacked'.

Questions :

1) What should you do ?

2) What view do you take of people who behave as the colleague has done, that is, who 'blew the whistle' on the organization ? What general principles support your view ?