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**Question Paper Code : 15031**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2016.

First Semester

BA 7101 — PRINCIPLES OF MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the salient characteristics of an organization?
2. What is scientific management?
3. State the various types of plans.
4. Explain the need for SWOT analysis.
5. Define 'span of control'.
6. Compare Line and Staff Authority.
7. Explain grape-vine communication.
8. Is organization culture created or does it evolve over time?
9. Explain Z theory.
10. What is preventive control?

PART B — (5 × 13 = 65 marks)

11. (a) Explain Fayol's fourteen principles of management in brief.

Or

- (b) Is management an art or science? Explain.

12. (a) Explain the process of MBO, its benefits and limitations.

Or

- (b) What are the various steps that result in an effective planning process?

13. (a) 'Delegation is essential for all organizations. Explain the need for delegation, its steps and the guidelines for effective delegation.

Or

- (b) Discuss the merits and demerits of any two forms of organization structure.

14. (a) What is communication? What are the hurdles of effective communication in an organization?

Or

- (b) What is organization culture? Explain in detail the types of organization culture.

15. (a) What are the essential components of an effective control system? Discuss.

Or

- (b) Explain the importance of budgets in the function of controlling. Briefly explain its types.

PART C – (1 × 15 = 15 marks)

16. (a) Mr. Anand has been working with your firm for the past 15 years in various capacities in the 'sales and marketing' department. Though hard-working, you have noticed that he does not delegate authority and responsibility and spends a great deal of time and energy in rechecking the work of all his subordinates.

Your HR team has suggested him as a candidate for the post of 'Head of Marketing and Sales'. What is your opinion? Provide justifications for your answer.

Or

- (b) You are the CEO of a retail apparel firm operating in 14 cities in India. You have been thinking of expanding your business to other countries. Suggest one country that would be your first international outlet. What are the reasons for choosing the country? What are the key points that require your attention before you expand? What would be your preferred mode of entry? Why?