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**Question Paper Code : 44031**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2017

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 is an organization ? What are its basic characteristics ?
2. What is the role of managers in an organization ?
3. State the advantages of MBO.
4. Distinguish between strategies and policies.
5. Do improvement in technology affect the span of control ?
6. Why should organizations conduct career development programmes for its employees ?
7. What is 'semantic barriers' in communication.
8. Is cultural diversity in organizations essential ?
9. Why should budgets be prepared ?
10. What is productivity ?



## PART – B

(5×13=65 Marks)

11. a) Trace the evolution of management thought.

(OR)

b) What are the ways in which a domestic organization can enter global markets ?

12. a) Explain in detail the planning process that organizations practice.

(OR)

b) What are the steps in decision making process ? How can an organization make this process effective ?

13. a) What are the methods of departmentation that an organization can adopt ?

(OR)

b) Explain any three methods of performance appraisal.

14. a) How is the culture of an organization created ? Can culture be changed ? Explain with examples.

(OR)

b) What is the role of a leader in an organization ? What are the various leadership styles ?

15. a) How is quality essential to an organization ? What are the ways in which an organization can control its quality ?

(OR)

b) What are the non-budgetary control techniques that organizations can use ?

## PART – C

(1×15=15 Marks)

16. a) You are the CEO of a manufacturing firm. One of your subordinate, Supervisor Stephy has recently been working with a group of executives to review the current HR policies and incentives. Based on your prior experience with Stephy, you are aware that she is meticulous and that her reports are perfect. However,



you know that she does not delegate authority and responsibility effectively. Her team is always unhappy as she is a perfectionist and keeps returning work to them until it is up to her standards. Due to this she does not perform all her tasks on time and is therefore stressed. She has continuously ignored her supervisory role. The members in the company have also figured this and are not responding effectively to her requests. You have decided to shift her to the production department that has strict targets and deadlines. Based on this scenario answer the following :

- a) Why are some people not able to delegate authority and responsibility ?
- b) When she is shifted to a production department, how should Stephy delegate tasks ?
- c) What are the leadership qualities that Stephy lacks ? How can she develop them ?

(OR)

- b) As the CEO of a rubber processing company (Turnover – Rs. 300 Crores), you have recently faced severe criticisms due to the environmental impacts of your business. Your company is situated in the suburbs of Sriperumbudur in a region classified as 'industrial' and has been in operation for the past 20 years. Given the rapid urbanization of the region, there has been an increase in the number of residential complexes in the region. This is the cause of the current problem that you are facing. Your company has obtained all necessary clearances from the regulatory authorities and has also obtained the ISO 14000 and 14001 certifications. If you listen to the requests of the neighboring people you will have to shift to another location. This would require atleast Rs. 100 crores in investment and a time frame of 2 years. How would you respond to this situation.
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