

12-07-2023

Reg. No.

Question Paper Code

11982

**M.B.A - DEGREE EXAMINATIONS, APRIL / MAY 2023**

First Semester

**Master of Business Administration**

**20MBT106 – PRINCIPLES OF MANAGEMENT**

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

- |   | <i>Marks,<br/>K-Level, CO</i> |
|---|-------------------------------|
| 1. Define Management.                                   | 2,K1,CO1                      |
| 2. List features of systems approach.                   | 2,K1,CO1                      |
| 3. Explain the importance of planning.                  | 2,K2,CO2                      |
| 4. Define Strategy.                                     | 2,K1,CO2                      |
| 5. Differentiate Centralization and Decentralization.   | 2,K2,CO3                      |
| 6. Explain the term “delegation of authority”.          | 2,K2,CO3                      |
| 7. Enumerate the principles of effective communication. | 2,K2,CO4                      |
| 8. Compare Leader and boss.                             | 2,K2,CO4                      |
| 9. Define Zero based Budgeting.                         | 2,K1,CO5                      |
| 10. Explain Quality circles.                            | 2,K2,CO5                      |

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Infer the current trends and challenges of management. 13,K2,CO1
- OR**
- b) Write notes on
- (i) Roles and skills of a manager 7,K2,CO1
- (ii) Management is both Art or Science 6,K2,CO2
12. a) Explain the steps involved in the MBO process. Explain the benefits and weaknesses of MBO. 13,K2,CO2
- OR**
- b) Describe the steps involved in strategic planning with a suitable example. 13,K2,CO2
13. a) Explain the methods of performance appraisal. 13,K2,CO3

*K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create*

**11982**

**OR**

- b) Delegation is the ability to get results through others"- Discuss steps and guidelines to be followed while Delegating authority. 13,K3,CO3

14. a) What are the elements of directing? Explain each. 13,K2,CO4

**OR**

- b) Identify the barriers to communication and suggest measures to overcome the barriers. 13,K2,CO4

15. a) Identify the factors determining productivity and state the tools and techniques to improve productivity 13,K2,CO5

**OR**

- b) Categorise and Explain  
(i) Cost control  
(ii) Maintenance control 7,K2,CO5  
6,K2,CO5

**PART - C (1 × 15 = 15 Marks)**  
**(Compulsory)**

16. a) TSR Ltd is a large company engaged in assembly of air conditioners. Recently the company conducted a time and Motion study and concluded that on average a worker can assemble ten air conditioners in a day. The target volume of the company in a day is assembling 1,000 units of air conditioners. The company is providing attractive allowances to reduce labour turnover and absenteeism. All the workers are happy. Even then the assembly of air conditioners per day is 800 units only. To find out the reason the company compared the actual performance of each worker and observed through CCTV that some of the workers were gossiping.

**QUESTIONS:**

- a) Identify the function of management discussed above. 7, K6,CO6  
b) State those steps in the process of the function identified which are discussed in the above paragraph. 8, K6,CO6