

Reg. No.

Question Paper Code

21317

MBA - DEGREE EXAMINATIONS, NOV/DEC 2022

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,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Define Management. | 2,K1,CO1 |
| 2. List the features of systems approach. | 2,K1,CO1 |
| 3. Define the term "Decision tree". | 2,K1,CO2 |
| 4. Name the different conditions for making a decision. | 2,K1,CO2 |
| 5. List out the types of organization charts. | 2,K1,CO3 |
| 6. Differentiate Centralization and Decentralization. | 2,K2,CO3 |
| 7. What are the principles of effective communication? | 2,K1,CO4 |
| 8. What are the elements of directing? | 2,K1,CO4 |
| 9. Define Zero based Budgeting. | 2,K1,CO5 |
| 10. Differentiate feedback and feed-forward control. | 2,K2,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the contributions of administrative theory of management. 13,K2,CO1
- OR**
- b) Write short notes on
- (i) Scientific Management. 6,K2,CO1
- (ii) Behavioural approach school of thought. 7,K2,CO1
12. a) Explain the steps involved in the MBO process. Explain the benefits and weakness of MBO. 13,K2,CO2
- OR**
- b) List the various steps involved in planning and explain them clearly. 13,K2,CO2
13. a) Explain different bases of departmentation. What are the advantages and disadvantages of departmentation? 13,K2,CO3

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

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OR

- b) You are the HR Manager of a START-UP. How will you conduct the recruitment drive for your company? 13,K2,CO3
14. a) Identify the barriers to effective communication and suggest measures to overcome the barriers. 13,K2,CO4

OR

- b) What are the styles of leadership based on authority? Discuss. 13,K2,CO4
15. a) How computers and IT can be used in improving the productivity in organizations. 13,K2,CO5

OR

- b) Discuss in brief the Modern techniques of controlling. 13,K2,CO5

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

16. XYZ is a large company engaged in assembly of air conditioners. Recently the company had conducted the time and Motion study and concluded that an average worker can assemble ten air conditioners in a day. The target volume of the company in a day is assembling of 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 investigate the reasons, XYZ compared the actual performance of each worker with the standard. Moreover they observed through CCTV that some of the workers were gossiping during work hours and took more time than the permissible free time.

Questions:

- A) As a General Manager discuss on the issues faced by XYZ. 7,K6,CO6
Identify the function of management indicated in the case.
- B) How can Productivity be improved at XYZ? 8,K6,CO6