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| Question Paper Code | 12410 |
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MBA - DEGREE EXAMINATIONS, NOV / DEC 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,
K-Level, CO</i> |
|--|-------------------------------|
| 1. Compare management with administration. | <i>2,K2,CO1</i> |
| 2. List the challenges for managers. | <i>2,K1,CO1</i> |
| 3. What are the steps involved in the MBO process? | <i>2,K1,CO2</i> |
| 4. Classify the types of policies. | <i>2,K2,CO2</i> |
| 5. Define line and staff authority. | <i>2,K1,CO3</i> |
| 6. Compare delegation with decentralization. | <i>2,K2,CO3</i> |
| 7. What does SCAMPER stand for? | <i>2,K1,CO4</i> |
| 8. Identify any three types of leadership styles. | <i>2,K1,CO4</i> |
| 9. Compare feedback and feed-forward control. | <i>2,K2,CO5</i> |
| 10. What is inventory control? | <i>2,K1,CO5</i> |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

- | | |
|---|------------------|
| 11. a) Outline the roles, levels, and skills of managers. | <i>13,K2,CO1</i> |
| OR | |
| b) List and explain the fourteen principles of management as advocated by Henry Fayol. | <i>13,K2,CO1</i> |
| 12. a) Elucidate the steps involved in strategic management. | <i>13,K4,CO2</i> |
| OR | |
| b) Develop the decision-making process with suitable examples. | <i>13,K4,CO2</i> |
| 13. a) Classify the types of organizational structure and explain any three with neat sketches. | <i>13,K3,CO3</i> |
| OR | |
| b) Identify the various types of departmentation by different strategies. | <i>13,K3,CO3</i> |

14. a) Discuss Maslow's need hierarchy theory and compare and contrast Maslow's and Herzberg's theory of motivation. *13,K2,CO4*

OR

- b) Infer the communication process and list the barriers to effective communication. *13,K2,CO4*

15. a) Illustrate the different techniques used in non-budgetary control. *13,K2,CO5*

OR

- b) Summarize the factors influencing productivity. *13,K2,CO5*

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

16. a) An organization is implementing a new technology system. Develop a training program and performance appraisal system to ensure employees adapt to the changes and contribute to the successful implementation. *15,K4,CO3*