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Question Paper Code	12924
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MBA - DEGREE EXAMINATIONS, APRIL / MAY 2024

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</i>	<i>K- Level</i>	<i>CO</i>
1. Why is understanding the Nature of Management crucial for aspiring managers?	2	K1	CO1
2. Outline the Challenges Managers face in adapting to a dynamic business environment.	2	K1	CO1
3. Compare and contrast internal and external Planning Premises.	2	K2	CO2
4. Classify appropriate Decision-Making techniques for situations of risk and uncertainty.	2	K2	CO2
5. Why effective Delegation is crucial for managerial efficiency?	2	K1	CO3
6. Write the steps involved in the recruitment process.	2	K1	CO3
7. Differentiate between Transactional and Transformational Leadership styles.	2	K1	CO4
8. Outline the fundamental steps in the Communication Process.	2	K2	CO4
9. How does effective Productivity Management impact organizational success?	2	K1	CO5
10. Why is Cost Control crucial for maintaining Organizational Profitability?	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the development of managerial skills contributes to effective leadership in different organizational levels.	13	K2	CO1
OR			
b) Demonstrate how a company can actively engage in Social Responsibility initiatives, considering its impact on Corporate Governance.	13	K2	CO1
12. a) Elaborate how setting SMART objectives aligns with the principles of effective Planning. Provide real-world examples to support your explanation.	13	K3	CO2
OR			
b) Explain the Decision-making process and its various stages. Why is it crucial for managers to follow a systematic approach in decision-making?	13	K3	CO2

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

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13. a) Apply different forms of organizational structures (functional, divisional, matrix) to diverse business environments. Also List the advantages and disadvantages of each. 13 K3 CO3
- OR**
- b) Relate the impact of centralization or decentralization on decision-making processes within an organization. Provide examples to support your analysis. 13 K3 CO3
14. a) A manufacturing company is experiencing a decline in employee motivation, leading to decreased productivity. Apply motivational theories such as Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory to propose specific strategies to improve motivation among the employees. 13 K4 CO4
- OR**
- b) A medium-sized marketing agency is struggling with communication inefficiencies, affecting project timelines. Apply communication network theories (formal and informal networks) to redesign the communication structure within the organization. Justify your recommendations with specific examples. 13 K4 CO4
15. a) Differentiate between Budgetary and Non-budgetary control techniques. How do these approaches help organizations regulate and monitor performance? 13 K4 CO5
- OR**
- b) Write a detailed note on Purchase Control and Quality Control. 13 K4 CO5

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

16. a) ABC 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:-

- i) Identify the function of management discussed above. 7 K2 CO5
- ii) State those steps in the process of the function identified. Which are discussed in the above paragraph? 8 K5 CO5