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| Question Paper Code | 13378 |
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2024 (JAN - 2025)

First Semester

Master of Business Administration

24MBT106 - PRINCIPLES OF MANAGEMENT

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

| | Marks | K- Level | CO |
|---|-------|-------------|-----|
| 1. What do you mean by “Unity of Command”? | 2 | K2 | CO1 |
| 2. Write down any eight principles of Henry Fayol. | 2 | K1 | CO1 |
| 3. Define planning premises. | 2 | K1 | CO2 |
| 4. What do you understand by the term “Strategic Planning”? | 2 | K2 | CO2 |
| 5. Distinguish Formal Vs. Informal Organization. | 2 | K2 | CO3 |
| 6. Recall the meaning of Decentralization. | 2 | K1 | CO3 |
| 7. Spell out the term motivation. | 2 | K1 | CO4 |
| 8. List out the 3 needs in Mc Clelland Theory. | 2 | K2 | CO4 |
| 9. Relate any three purpose of control. | 2 | K1 | CO5 |
| 10. Name the concept of Zero Based Budgeting. | 2 | K1 | CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

| | | | |
|--|----|----|-----|
| 11. a) Explain your understanding about the Nature of Management in detail. | 13 | K2 | CO1 |
| OR | | | |
| b) “Every event or situation that occurs in the environment has influence upon the way a business operates”. Keeping this in view, explain the various Environmental Factors that would affect a Business. | 13 | K2 | CO1 |
| 12. a) A large organization consults you for introducing M.B.O. How will you explain the problems and benefits of M.B.O? What steps would you recommend for successful implementation of M.B.O? | 13 | K3 | CO2 |
| OR | | | |
| 12 b) Discuss and illustrate with suitable examples how internal and external factors affect the decision-making process in a business environment. | 13 | K3 | CO2 |

13. a) Imagine you are a HR Manager of a Textile Company and for the process of Recruitment, what sources you would choose to gather information regarding the prospective employees. 13 K2 CO3

OR

- b) Imagine you are an external management consultant and called by Marketing Company for appraising the performance of their employees. Explain the process that you will adopt for Appraising their employee's performance. 13 K2 CO3

14. a) "A good leader is one who understands his subordinates, their need and their sources of satisfaction"— Based on this statement, explain the various Leadership Styles. 13 K2 CO4

OR

- b) "Poor communication is the source of interpersonal conflict". Do you agree? Discuss the major functions of communication in organization by elucidating the barriers to effective communication. 13 K2 CO4

15. a) "As a manager in a medium-sized company, explain how you would apply the concept of control to ensure that departmental goals align with the organization's objectives. Provide examples to illustrate your approach". 13 K3 CO5

OR

- b) "As a quality manager in a food production company, explain how you would apply quality control principles to meet industry standards and ensure customer satisfaction. Discuss types, techniques, and obstacles". 13 K3 CO5

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

16. a) Explain in detail the selection process widely followed for IT professionals. Also, analyze the different types of selection interviews used for selecting IT professionals. 15 K4 CO3