Question Paper Code | **13795**

MBA - DEGREE EXAMINATIONS, APRIL / MAY 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.	Define Management.	2	K1	CO1
2.	Name the three key roles of managers as proposed by Mintzberg.	2	K1	CO1
3.	Outline the steps involved in planning process.	2	K2	CO2
4.	Compare between strategic planning and tactical planning.	2	K2	CO2
5.	Identify the role of Human Resource Planning in the manufacturing industry.	2	K3	CO3
6.	Identify the difference between formal and informal organizations.	2	K3	CO3
7.	Define Communication.	2	K1	CO4
8.	Explain the types of Leadership styles.	2	K2	CO4
9.	Classify the difference between budgetary and non-budgetary control techniques.	2	K2	CO5
10.	Interpret the concept of quality control.	2	K2	CO5

PART - B (5 × 13 = 65 Marks)
Answer ALL Questions

11. a) Interpret the concept of management, describing its nature, scope, and primary functions, and explaining its importance in modern organizations.   *13 K2 CO1*

OR

    b) Explain the Behavioral approach to management and describing how it addresses human relations and organizational behavior.   *13 K2 CO1*

12. a) Analyze the steps involved in strategic planning, evaluating their relevance and effectiveness in achieving organizational objectives, using a suitable example.   *13 K4 CO2*

OR

    b) Categorize the various approaches and techniques used in decision making   *13 K4 CO2*

13. a) Solve the high employee turnover at a private company, how can the concepts of staffing and Human Resource Planning (HRP) be applied to develop targeted strategies that effectively reduce turnover and enhance employee retention?   *13 K3 CO3*

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

13795

b) Identify the steps involved in the selection procedure as an HR Manager in automobile industry   *13 K3 CO3*

14. a) Analyze the significance of directing in management, evaluating its impact on achieving organizational objectives.   *13 K4 CO4*

OR

b) Compare and contrast formal and informal communication networks, illustrating their characteristics and applications.   *13 K4 CO4*

15. a) Assess the barriers to effective coordination and propose strategies to address these challenges.   *13 K5 CO5*

OR

b) Explain the cost control system that optimizes an organization's financial performance, considering potential risks and consequences.   *13 K5 CO5*

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

16. a) Organizational Structure at Tech Innovations Inc.   *15 K5 CO5*

Tech Innovations Inc. is a mid-sized technology company specializing in software development and IT consulting. Founded five years ago, the company has rapidly grown from a small startup to a competitive player in the tech industry. As the company expanded, it faced challenges related to its organizational structure, particularly in managing teams effectively and ensuring clear communication across departments.

Initially, Tech Innovations operated with a flat organizational structure, where all employees reported directly to the CEO. This approach fostered a collaborative environment but led to confusion regarding roles and responsibilities as the company grew. To address these issues, the management decided to transition to a line and staff organizational structure. This new structure included distinct departments for software development, marketing, sales, and human resources, each led by a department head who reported to the CEO.

Despite the new structure, Tech Innovations faced high employee turnover and dissatisfaction among staff. Employees reported feeling overwhelmed by their workloads and unclear about their career advancement opportunities. Additionally, the company struggled with performance appraisal processes, which were inconsistent and often biased, leading to further frustration among team members.

To tackle these challenges, the management team recognized the need for a more systematic approach to staffing and human resource planning (HRP). They aimed to implement structured recruitment and selection processes, enhance training programs, and establish a fair performance appraisal system that would help retain talent and improve overall job satisfaction.

Questions:-

1. Evaluate the effectiveness of the line and staff organizational structure implemented at Tech Innovations Inc. ?

2. How can Tech Innovations Inc. improve its staffing and HRP processes to reduce employee turnover and enhance job satisfaction?

3. What steps should Tech Innovations Inc. take to develop a more effective performance appraisal system that minimizes biases and limitations?