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Question Paper Code : 70157

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019
First Semester
BA 5102 – PRINCIPLES OF MANAGEMENT
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What are the managerial skills required for an effective manager ?
2. List the principles of scientific management.
3. Differentiate between a strategic and an operational planner.
4. Why are action plans relevant to an organization ?
5. What are the key characteristics of a job description ?
6. Mention the disadvantages of a bureaucratic organization.
7. How does organization culture impact the performance of an organization ?
8. Can social media be used as a formal channel of communication ?
9. What is preventive control ? Give an example.
10. How can constructive criticism be used a tool for control ?

PART – B

(5×13=65 Marks)

11. a) State and explain the various functions of management.

(OR)

- b) Trace the evolution of management thought.



12. a) What are the major factors that influence decision making in an organization ?
How can one ensure rationality in the decision making process ?

(OR)

- b) Discuss the planning process in detail. Is this process relevant to global organizations ?

13. a) Explain the performance appraisal system. Which method of performance appraisal do you think is the most effective ?

(OR)

- b) Explain the features of any two organization structures. Also, highlight the pros and cons of each of them.

14. a) Describe the steps in the communication process in an organization.

(OR)

- b) What are the major barriers to communication ? How can an organization overcome these ?

15. a) How does the function of control relate to all other management functions ?

(OR)

- b) Explain the use of non-budgetary control techniques. Are these more effective than the budgetary control techniques ?

PART – C

(1×15=15 Marks)

16. a) You are a member of the strategy development team for a leading soft drink manufacturing company. As the sales of carbonated drinks has been declining over the years, your team is expected to develop strategies to rejuvenate the declining sales. What are the steps that you would follow to devise the strategies ? Highlight the strategies that you will develop.

(OR)

- b) You have been recently recruited into an e-commerce company as the head of customer relationship. Her key role is to manage a team of 150 tele-call executives who handle customer calls and complaints. The department currently works 24 × 7 and has one supervisor for a every 30 executives. You have observed that despite repetitive training programmes the executives were incurteous. There have been about 30 complaints from customers that were escalated due to this behavior.

Detail the initiatives that you would take in this regard. (Note : You have been instructed by the management not to terminate nor to increase the pay of any executive).
