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Question Paper Code : 40330

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2016

First Semester

BA 7101 – PRINCIPLES OF MANAGEMENT

(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. Explain 'Esprit de corps'.
2. Why should businesses engage in socially responsible activities ?
3. Distinguish between vision and mission.
4. What are the guidelines that need to be followed when setting objectives.
5. Explain 'informal organization'.
6. What are the benefits of 360 degree appraisal ?
7. Explain the significance of a job description.
8. What are the challenges for a culturally diverse organization ?
9. What is Balanced Scorecard ?
10. State two advantages of benchmarking.

PART - B (5 × 13 = 65 Marks)

11. (a) How are multinational corporations better than domestic corporations ? Do they face any challenges by being multinational ?

OR

- (b) Trace the evolution of management.

12. (a) Decision-making is the primary task of the manager. Comment.

OR

- (b) What is management by objectives ? Can a non-profit organization implement this method ?

13. (a) Is there a 'right' or 'wrong' way to organize a company ? Explain with examples.

OR

- (b) Discuss the merits and demerits of a decentralized organization.

14. (a) Select an organization that you are familiar with and discuss its culture. Is the culture helping or hindering the organization with respect to the achievement of its goals ? In what ways ?

OR

- (b) What are the hurdles to effective communication in an organization ? How can an organization overcome these hurdles ?

15. (a) An effective control system ensures that an organization achieves its objectives. Do you agree ? Provide justification with examples.

OR

- (b) How can information technology help in improving the efficiency of the control systems in an organization ?

PART – C (1 × 15 = 15 Marks)

16. (a) Wal-Mart, one among the world's largest retailer and is the largest private employer in the world. The company has reached its current position due to proper strategic planning, a simple organization structure, effective HR policy and an inspiring leadership style. The company has spread across numerous countries and has been able to reap success in some countries while in other places it faces numerous challenges. What do you think are the reasons for such setbacks ?

OR

- (b) People are the key to any organization. The IT industry in India is growing rapidly and is an employment provider to millions of young Indians. However, the attrition rate in these firms is very high. Does this pose a challenge in managing such firms ? Provide reasons for your answer.