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**Question Paper Code : 40327**

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2015.

First Semester

BA 7101 — PRINCIPLES OF MANAGEMENT

(Regulation 2013)

Maximum : 100 marks

Time : Three hours

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

List the functions of a manager.

Mention the strategies for international business.

What is the purpose of planning?

Define the term strategic planning.

What is meant by 'staffing'?

Define the term 'delegation of authority'.

Mention the barriers to effective communication.

Define 'organizational culture'.

What could be the major pitfalls in a budget?

State the different types of control.

PART B — (5 × 16 = 80 marks)

- (a) (i) Discuss the role of managers in an organization. (8)
- (ii) Describe the environmental factors that affect the organization. (8)

Or

- (b) (i) Explain the system based approach towards management. (8)
- (ii) Elucidate the challenges involved in global management business. (8)

12. (a) (i) Discuss the planning process in detail. (8)  
 (ii) What is meant by Management by objectives? Explain its significance. (8)

Or

- (b) (i) Explain the different types of strategies in detail. (8)  
 (ii) Discuss the steps involved in the decision making process. (8)

13. (a) Discuss the different types of organizational structure in detail.

Or

- (b) (i) Discuss the steps involved in providing appropriate human resources. (8)  
 (ii) Explain 360 degree method of performance appraisal. (8)

14. (a) Explain the different types of formal organizational communications. What are their relative merits and demerits?

Or

- (b) Explain the elements and types of culture. How cultural diversity is managed?

15. (a) Explain the various tools used for organizational control.

Or

- (b) (i) What are the advantages of budgetary control? (8)  
 (ii) Discuss the various control measures taken by the company for managing productivity. (8)