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Question Paper Code : X 85161

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
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. Define Management.
2. Why was the Hawthorne experiment carried out ?
3. Explain MBO.
4. How do policies aid in decision making ?
5. What are the benefits that a decentralized organization enjoys ?
6. What is span of control ?
7. Is grape-vine communication beneficial ?
8. How is organization culture communicated ?
9. What is productivity ?
10. What is preventive control ?

PART – B

(5×13=65 Marks)

11. a) Detail the contributions of Henry Fayol to management thought.
(OR)
b) Today's business are forced to exist in a globalised scenario. What are the challenges that they face and what are the strategies used to overcome these challenges ?
12. a) Explain in detail the process of planning.
(OR)
b) What are the types of decision making ? Explain in detail the rational decision making process.

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13. a) Why is performance appraisal essential ? What are the various method of performance appraisal ?

(OR)

b) Explain the various forms of organization structure.

14. a) What are the common barriers to communication ? How can these be overcome ?

(OR)

b) What are the methods that can be used to manage diversity in an organization ?

15. a) What are the various types of non-budgetary control measures that an organization can adopt ?

(OR)

b) What are the measures that an organization can undertake to ensure quality in its products and services ?

PART – C

(1×15=15 Marks)

16. a) As a HR Manager of a leading software firm you have recruited 2000 candidates for a new branch that you are setting up. These include 1000 freshers, 500 people with less than 2 years experience, and the remaining with 2-15 years of experience. What kind of training programme would you design for these candidates ?

(OR)

b) You are the CEO of a small scale manufacturing unit manufacturing construction equipment. You have plans to expand in the next two years and achieve a turnover of 500 crores. What analysis is required before you set out on this trajectory ?
