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Question Paper Code : X 90118

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020

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. Define management.
2. What is meant by organization ?
3. What is planning ?
4. What is meant by decision making ?
5. Explain 'informal organization'.
6. What are the benefits of 360 degree appraisal ?
7. State the components of communication process.
8. Define organisational culture.
9. What is zero based budgeting ?
10. What do you mean by quality control ?

PART – B

(5×13=65 Marks)

11. a) Explain the important functions of management.
(OR)
b) Discuss the trends and challenges of management in global scenario.
12. a) Explain the different types of strategies.
(OR)
b) Explain the decision making process in detail.

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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) Explain the communication process. Describe the barriers of communication and explain the measures to overcome it.

(OR)

b) State the components of organisation culture. Describe the various types of organisation culture.

15. a) Explain various types of control.

(OR)

b) Define quality. Explain the techniques of quality control.

PART – C

(1×15=15 Marks)

16. a) What is the major task of manager according to the contingency approach ? How is this approach an effort to integrate all previous approach ?

(OR)

b) Describe important communication networks in work-oriented groups. How will you check the effectiveness of the communication systems prevailing in your organization ?
