

Register Number: .....

**M.B.A. DEGREE EXAMINATIONS: NOVEMBER/DECEMBER – 2008**

First Trimester

**P07 BA 111: Principles of Management**

**Time: Three Hours**

**Maximum Marks: 100**

**Answer ALL Questions:-**

**PART A (1 x 20 = 20 Marks)**

**1. Case Study**

“I expect all the managers in my department to act completely rationally in every decision they make”, declared Pankaj Gupta, Vice – President of marketing for the Lala’s Toy Company. “Every one of us, no matter what his or her position, is hired to be a professional rationalist, and I expect all of us not only to know what they are doing and why but to be right in their decisions. I know that someone has said that a good manager needs only to be right in more than half of his or her decisions. But that is not good enough for me. I would agree that you may be excused for occasionally making mistake, especially if it is a matter beyond your control, but I can never excuse you for not acting rationally”.

“I agree with your idea, Gupta,” said Vinay, his Advertising Manager, “and I always try to be rational and logical in my decisions. But would you mind helping me be sure of this by explaining just what ‘acting rationally’ is?”

1. Explain how the vice-president marketing might describe what is involved in making rational decision.
2. If Vinay then declares that there is no way he can be completely rational, what would you suggest as a reply?

**PART B (10 x 2 = 20 Marks)**

2. What is the role of Manager as a figurehead?
3. State any two qualities of a Manager.
4. Classify the different areas of social responsibility.
5. Differentiate forecasting and planning.
6. List out the different types of co-ordination.
7. What is span of management?

8. Distinguish authority and power.
9. Mention the dimensions of managerial grid.
10. In what ways creativity differs from innovation?
11. To which type of organization the line organization is suitable?

**PART C (4 x 15= 60 Marks)**

12. (a) (i) Describe F.W Taylor contribution to the management (10)  
(ii) Illustrate the managerial roles suggested by the Mintzberg. (5)

**(OR)**

- (b) (i) Explain the benefits and risks of multinational enterprises. (10)  
(ii) Discuss the approaches of social responsibilities. (5)

13. (a) Elucidate the features, process, benefits and problems of MBO. (15)

**(OR)**

- (b) Enumerate the importance and process of planning (15)

14. (a) Elaborate the line and staff relationship in the organization. (15)

**(OR)**

- (b) Discuss the sources of recruitment and explain the selection procedure.

15. (a) (i) Explain the characteristics of a successful leader (8)  
(ii) Describe the steps involved in control process and critically analyze its limitations. (7)

**(OR)**

- (b) Elucidate the various techniques involved in co-ordination and discuss its need and importance (15)

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