



**MBA DEGREE EXAMINATIONS: NOV /DEC 2024**

(Regulation 2024)

First Semester

**MBA - LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

P24MBC1101: Principles of Management and Organizational Behavior

**COURSE OUTCOMES**

- CO1:** Explain real-life self-management tools to build personality traits.  
**CO2:** Explain about Organizational hierarchies.  
**CO3:** Identify skills to practice innovation at the workplace and Global Management Practices.  
**CO4:** Demonstrate the practical world importance of Corporate Social Responsibility.

**Time: Three Hours**

**Maximum Marks: 100**

**PART A (4Q x 5 Marks = 20 Marks) Answer Any Four Questions Only**

- |    |  |     |                   |
|----|--|-----|-------------------|
| 1. | Define management and explain its key functions.   | CO2 | [K <sub>1</sub> ] |
| 2. | Illustrate the barriers in the planning process and suggest how they can be overcome.        | CO3 | [K <sub>2</sub> ] |
| 3. | Compare and contrast formal and informal organizations with examples.                        | CO2 | [K <sub>4</sub> ] |
| 4. | Explain the significance of transactional analysis in improving organizational communication | CO1 | [K <sub>2</sub> ] |
| 5. | Explain the characteristics of an effective control system.                                  | CO3 | [K <sub>2</sub> ] |

**PART B (4Q x 15 Marks = 60 Marks)**

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|----|---|---|-----|-------------------|
| 6. | A | Discuss the evolution of management theories and their relevance in contemporary organizations. | CO2 | [K <sub>6</sub> ] |
|----|---|---|-----|-------------------|

(OR)

- |    |   |   |     |                   |
|----|---|---|-----|-------------------|
| 6. | B | Explain the different types of organizational structures and evaluate their advantages and disadvantages. | CO3 | [K <sub>5</sub> ] |
| 7. | A | Analyze the role of leadership styles in enhancing employee motivation. Provide relevant examples.        | CO2 | [K <sub>4</sub> ] |

(OR)

7. B Apply Maslow's hierarchy of needs theory to address workplace challenges in a global organization. CO3 [K<sub>3</sub>]

8. A Illustrate the key barriers to effective communication in organizations and propose strategies to overcome them. CO1 [K<sub>2</sub>]

(OR)

8. B Critically assess the importance of Corporate Social Responsibility (CSR) in building organizational reputation. CO4 [K<sub>5</sub>]

9. A Explain how group dynamics influence decision-making in an organization. Use examples to support your answer. CO1 [K<sub>3</sub>]

(OR)

9. B Examine the impact of stress management techniques on employee performance. (CO3) [K<sub>4</sub>]

**PART 1 (1Q x 20 Marks = 20 Marks) Compulsory Case Study**

10. A leading multinational company is facing challenges in integrating diverse organizational cultures after a merger. Employees are experiencing conflicts due to differences in management styles, work ethics, and communication patterns. Additionally, the lack of clear leadership has led to reduced productivity and low morale.

As a management consultant, analyze these issues and propose a comprehensive strategy to address the following:

- Resolving cultural conflicts between the merged entities.
- Enhancing communication and collaboration among teams.
- Improving leadership effectiveness to rebuild employee trust and morale.
- Ensuring smooth integration of organizational structures and policies.

Your response should include theoretical frameworks and practical solutions to mitigate these challenges.

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