

Register Number :

Name of the Candidate :

**6 6 2 8**

**M.B.A. ( Marketing Management )  
DEGREE EXAMINATION, 2012**

( FIRST YEAR )

( PAPER - I )

**110. PRINCIPLES OF MANAGEMENT**

*( Common with M.B.A. [ Financial Management ] )*

December ]

[ Time : 3 Hours

Maximum : 75 Marks

**SECTION – A** ( 5 × 3 = 15 )

*Answer any FIVE questions.*

*ALL questions carry EQUAL marks.*

1. Why F.W. Taylor considered as the ‘Father of Scientific Management’?
2. Bring out the essential features of an informal organisation.
3. Define ‘Authority’.

**Turn Over**

4. State the different types of Financial Incentives given by organizations to its employees.
5. What is meant by reciprocal interdependence?
6. Explain 'Management by Objectives'.
7. Define Decision-Making.
8. Who is a Human Relations Specialist?

**SECTION – B** (3 × 10 = 30)

*Answer any THREE questions.*

*ALL questions carry EQUAL marks.*

9. Discuss about Operational Planning Vs Strategic Planning.

10. Explain the basic areas of policy making.

11. Elaborate the importance of Staffing.

12. How effectiveness in communication can be maintained?

13. Explain any three approaches to decision making.

14. Discuss fully the essential requirements of effective supervision.

operator had not come and there was a large back log which must be cleared today.

Sunil declined to obey the instruction. He said, "I will work on my machine only and not on any other machine", and he went to his usual drilling machine.

After sometime, he left a leave application on the supervisor table. He was not seen on the shop floor throughout the day.

The Supervisor had reported the case to his manager and the manager wants your opinion as the Senior Consultant to the company.

*Questions:*

1. Comment on the events that have taken place.
2. Suggest the course of action.

His record of service has been generally good, except for one warning for remaining absent for two days without permission in the early years of service, he used to be rude to his supervisors and quarrelsome with his co-workers. But there is nothing about this on the record, because no serious view was taken about this by the superiors.

In the past eight months. Since the new management took over the control of Neptune Engineering Company, there is a change in the policy. The new management has taken a more stricter approach in enforcing discipline.

One day, at 8.00 p.m., at the time of starting of the shift, Sunil went to his Supervisor saying that some guests has arrived unexpectedly at his house in the morning and he wanted leave for that day. The supervisor told him that since few more workers were already absent in the Department, he could not grant him leave. Instead he asked Sunil to work on the Press machine on that day because the regular press

**SECTION – C** (1 × 15 = 15)

*Answer any ONE question.*

15. Discuss fully the principles and process of management.
16. Elaborate the benefits of departmentation in the present days of management.
17. Critically evaluate any two theories of motivation.

**SECTION – D** (1 × 15 = 15)

*( Compulsory )*

18. A STUDY OF PRODUCTION DEPARTMENT

One the workers, Sunil Pawar is a worker in the Production Department and works as a driller. He is in the company for the past five years and all the while he has been working as a driller only.

**Turn Over**