

Code: 17BA1T1

**I MBA - I Semester-Regular / Supplementary Examinations
December 2018**

PRINCIPLES OF MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) What is “Espirit Decorps” ?
- b) Explain about the theory of satisfaction ?
- c) What is span of management ?
- d) Explain the MBO concept.
- e) What is “PERT” ?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Is management science or art? Briefly explain.

OR

b) What are Taylor’s principles of management?

3. a) Why is planning critical for the successful accomplishment of other management function?

OR

b) Explain modern approaches decision making under uncertainty.

4. a) Explain the concept of functional authority and how do you delegate it? Can you restrict its scope?

OR

b) Define decentralization what are its advantages and limitations?

5. a) Elucidate McClelland's needs theory of motivation?

OR

b) What is contingency theory of leadership styles does it refer to? Explain.

6. a) Analyze the steps in the control process which step is the most critical and why?

OR

b) How can a manager make control systems effective?

SECTION-C

7. Case Study

1x10=10 M

Indane Biscuits is located in an industrial area. The biscuits factory employs labour on a daily basis. The management does not follow statutory regulations and are able to get away with violations by keeping the concerned inspectors in good books. The factory has a designated room to which employees are periodically called either to hire or to fire. As a part of National Safety Day, the Industries Association, of which the Indane Biscuits is a member, decided to celebrate collectively at a central place. Each of members was

given specific tasks. The Personnel Manager, Indane Biscuits, desired to consult his supervisors and to inform everybody through them about the safety day celebrations. He has sent a memo, requesting them to be present in the room meant for hiring and firing. As soon as the supervisors read the memo they all got panicky thinking that now it was their turn to get fired. They started having “hush- hush” consultations. The workers also learnt about it and since they had a lot of score to settle with the management, they extended their sympathy and support to the supervisors. As a consequence, everybody struck work and the factory came to a grinding halt.

In the meantime, the Personnel Manager was unaware of the developments and when he came to know of it, he went immediately and tried to convince the supervisors about the purpose of inviting them and the reason why that particular room was chosen. The Personnel Manager had selected the room because no other room was available. But supervisors and workers were in no mood to listen. The Managing Director, who rushed to the factory on hearing about the strike, also couldn't convince the workers. The matter was referred to the labour department. The enquiry resulted in all irregularities of the factory getting exposed and impositions of heavy penalties. The Personnel Manager was sacked. The factory was reopened after prolonged negotiations and settlements.

- 1) Identify the communication barriers in this case?
- 2) Identify the flows of communication in Indane biscuits?
- 3) What role did grapevine play in Indane biscuits?