

Code: 17BA1T1

**I MBA - I Semester-Regular Examinations – December 2017**

**PRINCIPLES OF MANAGEMENT**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) What is 'POSDCORB'?
- b) Explain about the Theory of Limiting Factor.
- c) Differentiate between Line and Staff concept.
- d) Explain about "self actualization".
- e) What is milestone budgeting?

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Discuss briefly Henry Mintzberg roles of Managers.  
(OR)  
b) Explain Taylor's Scientific Theory of Management.
3. a) "Planning is looking ahead, and control is looking back"  
Comment with appropriate ex's.  
(OR)  
b) Define MBO and what are its advantages and disadvantages?

4. a) What is matrix organization? What are its benefits and problems? How can you make it effective?

(OR)

b) What do you understand by authority and power how is they different from each other?

5. a) Elucidate Abhram Maslow's theory of motivation why it is helpful to the managers?

(OR)

b) Explain different styles of leadership based on authority.

6. a) Define controlling and what are the modern techniques of control?

(OR)

b) What do you understand by the principles of preventive control? Explain its advantages.

## **SECTION-C**

### **7. Case Study**

**1x10=10 Marks**

No one in the world alive today would have missed the name encyclopedia Britannica for most of its 230 years history of the magnum opus has been verified as illustrious repository of cultural and historical knowledge. Generations of students and librarians relied on the Britannica to research everything from the Aleutian islands to the history of Zydeco- but that was before CD ROMs and the Internet became the study tools of choice. Suddenly, the 32-

volume collection of encyclopedias seemed destined to fade in to history. Britannica was slow to move in to electronic media and practically seeded the market to start ups such as Microsoft's Encarta. Managers made a serious blunder when they sold the company's Crompton unit a CD ROM pioneer now being used by millions of users. Even when Britannica finally produced a CD-ROM, it was priced at a whopping \$1200 which the rival Microsoft was offering at cut-rate deals or giving Encarta away free with personal computers. When Jacob Safra and a Swiss investment group bought Britannica, new top executives immediately began installing managers who can lead the company into the digital age. Safra believed Britannica could once again be the quality leader. However, decisions had to be made about how to compete with rivals such as Crompton's and Microsoft Encarta, as well as the numerous free options available in the internet.

1. Assume you are the member of the management team at Britannica, what decisions would you make to successfully compete in today's environment?
2. What alternatives would you consider, and what courses of action would you choose?