

Code: 17BA1T1

**I MBA - I Semester-Regular / Supplementary Examinations  
January 2020**

**PRINCIPLES OF MANAGEMENT**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) Explain the functions of managers.
- b) What is Espirit-de-corps?
- c) What are the qualities of a good leader?
- d) Explain Vroom's Expectancy theory of motivation in brief.
- e) What is Feedback? Mention two techniques of feedback.

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Management is Science or Art? Explain.

OR

b) Explain the theory given by F.W.Taylor.

3. a) Write short notes on MBO and MBE.

OR

b) What are different types of plans? Describe the different objectives of planning.

4. a) Explain types of departmentation and matrix organization.

OR

b) What is functional authority? How do you delegate?

5. a) Discuss the different leadership styles with examples.

OR

b) What is Motivation? Discuss Maslow's need hierarchy theory of motivation.

6. a) What are the effective steps of direct control and preventive control?

OR

b) "Women are Managers not leaders". Critically examine the statement and elaborate it.

## SECTION-C

### 7. Case Study

1x10=10 M

#### Body Shop

Founded in 1976 by Anita Roddick, The Body Shop International plc, known as The Body Shop, has 2,400 stores in 61 countries, and is the second largest cosmetic franchise in the world. The Body Shop is headquartered in England and is now part of the L'Oréal corporate group. The Body Shop International plc is a global manufacturer and retailer of naturally-inspired, ethically-produced beauty and cosmetics products. Body Shop went public in 1985. Leading up to its takeover by L'Oréal (In March 2006, L'Oréal acquired The Body Shop International a U.K. based retail cosmetic brand revered for its ethical values for \$ 1.1 billion), the

Body Shop International plc was a high quality skin and body care retailer operating in 52 markets with 2,045 stores, spanning 25 languages and 12 time zones. They had one of the most recognizable brands in the world and established a reputation as a socially and environmentally responsible company. The Body Shop is listed on the London Stock Exchange. Total retail sales in 2004/2005 across all The Body Shop outlets amounted to £708.7 million (2003: £672.5 million). Group turnover was £419 million, up to 10 % from the previous year, and profit before tax increased by 21% to £34.5. The business consisted of a combination of company-owned and franchised markets, and a developing multi-channel service with a direct selling organization –The Body Shop at Home and online retail in the US. At that time the company employed 6,788 people directly, with approximately 14,000 additional employees working within the franchise network and as consultants in The Body Shop at Home and online retail in the US.

Answer the following questions after reading above case:-

- a) What is organizational structure and why do large organizations need continually to consider the designs of their organization?
- b) What may be the consequences of a good or bad design for a specific organization?