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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(MARKETING MANAGEMENT)****(FIRST YEAR)****110: PRINCIPLES OF MANAGEMENT**

(Common with M.B.A Financial Management)

Time: Three hours

Maximum: 75 marks

(5×3=15)**SECTION-A****Answer any FIVE questions**

1. Who is referred to as the Father of Scientific Management? What is the goal of Scientific Management?
2. State the various steps involved in planning.
3. What is departmentation?
4. What are the characteristics of functional organization?
5. Explain the role of electronic media in the effectiveness of communication.
6. What are the characteristics of Decision-making?
7. State any two advantages and disadvantages of group decision making.
8. What are the main duties of a supervisor?

SECTION- B**(3×10=30)****Answer any THREE questions**

9. Describe in detail about Henry Fayol's Administrative management.
10. What are the characteristics of functional organisation?
11. Distinguish between motivation and satisfaction.
12. What are the emotional and psychological barriers to communication?
13. What are the guidelines for effective delegation? Explain the advantages of delegation?
14. What are the assumptions in the principle of preventive control? Also state the advantages of preventive control.

SECTION- C**Answer any ONE question****(1×15=15)**

15. Why should employees seek to improve their knowledge and skill base? How would you motivate them to do so?

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16. Elucidate the different leadership styles. Explain in detail about the Blake and Moton's managerial grid.
17. Define communication. Explain the process of communication. Explain the various types of communication with its relative merits and demerits.

SECTION- D
(Compulsory)

(1×15=15)

18. Tom (who works for Blocks Ltd.), and Deirdre, (who works for Fones Ltd.), are employed as production managers. Last night, both of them attended a staff development meeting organised by a Production Management Institute (a professional body), of which they are members. During the tea-break, Tom and Deirdre discussed the various leadership styles that they were following in their respective organisations. Tom told Deirdre that he had a friendly personality and was optimistic that he will get on well with the workers in the factory. He went on to say that a total of fifty workers are employed, with 40 of them having been employed with the business for over 20 years. The others, mostly unskilled, tend to be younger workers who stay for a year or so and then move on, since Tom thinks that they are harder to motivate. Tom is aware that new Health & Safety regulations are due to be implemented and this will require discipline in the workforce. He is thinking of adopting a more autocratic leadership style. Deirdre told Tom that she was newly appointed to the role, and was relatively inexperienced. She pointed out that she manages a team of forty workers, grouped into project teams with highly skilled and experienced staff in each team. Deirdre mentioned that her predecessor was unpopular with the workforce since he adopted an autocratic style of leadership. At one stage, the Labour Relations Agency were asked to mediate in a dispute regarding management/employee relations. In view of this, she had been thinking of adopting a democratic leadership style.

Questions:

- a. Explain the key functions of management within organisations such as Blocks Limited and Fones Limited.
- b. Discuss whether or not Tom and Deirdre should adopt their proposed new leadership styles within their respective organisations.
- c. With reference to each organisation (Blocks Limited and Fones Limited), discuss the role of Management in motivation.
