

Total No. of Pages : 2

Register Number :

6877

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(MARKETING MANAGEMENT)

(FIRST YEAR)

110 — PRINCIPLES OF MANAGEMENT

Common with M.B.A. (FM)

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. What do you understand by management science theory?
2. What is the importance of planning?
3. Explain the concept of Formal and informal organization.
4. What are the four basic ingredients of leadership skill?
5. What are the different barriers communications?
6. Explain Maslow's theory of motivation.
7. Write some objectives of budgetary control.
8. What Makes a Good Supervisor?

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

9. Assess the contributions of Henry Fayol to management to Management thought.
10. Explain the various factors affecting staffing in detail.

11. Discuss the merits and demerits of centralization and decentralization.
12. What is leadership? Explain characteristics of different leadership styles.
13. Mention the various factors involved in using motivational techniques.
14. What is controlling? List and discuss various steps involved in controlling process.

SECTION C

Answer any ONE questions.

(1 × 15 = 15)

15. What do you understand by management? Discuss its essential characteristic, nature and Importance of management.
16. Distinguish between delegation and decentralization. What are the steps in the process of delegation?
17. What is MBO? Explain the steps involved in MBO Comprehensive management function it has wider applications like planning, motivation, performance evaluation.

SECTION D

(Compulsory)

(1 × 15 = 15)

18. Jessops is the UN's leading photographic retailer. It has over 200 stores, an online shop and call centre. Jessops operates in two main sectors :

Hardware: Photographic equipment ranging from compact cameras to digital single lens reflex cameras.

Service: Photo printing and imagery.

Challenges for Jessops: The modern photographic industry has changed radically. The business originally focused on producing prints from photographic film. Every shot of a reel of film was printed regardless of quality. Today, however, digital cameras allow consumers to choose which prints are produced. As a result, traditional film printing in the UK is declining by around 30% year on year. This poses a challenge to the directors and managers at Jessops. To sustain and grow the business, they must develop ideas and plants to combat the changing market and stimulate new demand.

Questions :

- (a) Why might an organization wish to carry out a PEST analysis?
- (b) What are the four key components of a PEST analysis?
- (c) How does a PEST analysis help to provide a picture of the challenges facing Jessops?