

Reg. No. :

Question Paper Code : 40136

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2018.

First Semester

BA 5102 — PRINCIPLES OF MANAGEMENT

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. The word _____ denotes a function, a task, a discipline.
(a) Management (b) Leadership
(c) Motivation (d) None of the above
2. An example for a method of controlling based on numerical measures of performance
(a) External audit (b) Internal audit
(c) Management audit (d) Gantt chart
3. The official pathways for sending information inside and outside an organization
(a) Formal communication
(b) In formal communication
(c) At formal communication
(d) All of the above
4. The organization's plan, or comprehensive program, for achieving its vision, mission and goals in its environment is termed as
(a) Mission (b) Plan
(c) Strategy (d) None of the above

5. MBO was invented by _____.
- (a) Peter Drucker (b) Koontz & O'Donell
(c) Henry Fayol (d) None of the above
6. A performance appraisal in which a person is evaluated by a sampling of all the people with whom he or she interacts is known as
- (a) Rating (b) Ranking
(c) Motivation (d) 360 degree feedback
7. The extent to which authority is retained at the top of the organization is also known as
- (a) Decentralisation (b) Centralisation
(c) Training (d) Evaluation
8. The system of shared values and beliefs that actively influence the behavior of Organization members can be defined as
- (a) Sales Management (b) Theory X
(c) Organisational Culture (d) Vision
9. A spending plan expressed in numerical terms for a future period of time can be called as
- (a) Mission (b) Culture
(c) Evaluation (d) Budget
10. _____ is the process of exchanging information by the use of words, letters, symbols, or nonverbal behavior.
- (a) Mission (b) Communication
(c) Evaluation (d) Budget

PART B — (5 × 13 = 65 marks)

11. (a) Describe the four functions of management with neat framework.
- Or
- (b) Mention the roles that are played by managers on different functions.
12. (a) Show the importance of planning through the framework of planning in an organisation.
- Or
- (b) Compare the different levels of business strategies in an organization.

13. (a) Outline in detail the various forms of recruitment that are available for a company.

Or

- (b) Illustrate the different types of organisation structures existing in today's organisation environment.

14. (a) Write in brief about various forms of non-verbal communication.

Or

- (b) Write in brief about various barriers to communication in organizations.

15. (a) Mention the different types of non-budgetary control techniques that organisations follow.

Or

- (b) Mention few Financial Ratios that are used as guidelines for control process in an organisation.

PART C — (1 × 15 = 15 marks)

16. Payeasay is a payments app company that helps people pay using its digital app. Customers across the country use it to make prepaid, postpaid, DTH, metro recharge and utility bill payments for numerous service providers. They launched wallet services and customers are already using it to pay across all major online platforms and offline stores. It is on a mission to get millions of merchants both in organised and unorganised sector to be a part of the digital payments ecosystem. It also enables merchants, small or large to accept digital payments in less than 1 minute after registering on the Payeasay App. The company promises the following to its esteemed customers:

An easy and instant recharging process

A safe, secure and happy experience

Best discounts available in the market

Simple voucher redemption with no hidden costs or complex terms and conditions

And a totally satisfied customers

Discuss in depth about what could be the company's

- (a) Organisation structure
(b) Recruitment strategies
(c) SWOT analysis.