

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examination - December 2018
Semester-I
B.B.A (Logistics, Retailing and E-Commerce)
Principles of Management-I (UG31T2104)

Date: 29.12.2018

Max Marks : 100

Time: 3 Hrs

Pass Marks: 50

Part – A

Answer all the Questions

10x 1 =10

1. What is the nature of management process?
 - a.Time bound
 - b.Continuous
 - c.Disjointed
 - d.All of above

2. Which of the following approaches emerged from the findings of Hawthorne experiments
 - a.Human behaviour approach
 - b.Systems approach
 - c.Human relations approach
 - d.Decision theory approach

3. CSR stands for
 - a.Company's Societal Response
 - b.Company Social Responsibility
 - c.Corporate Social Responsibility
 - d.Corporate Society Response

4. Planning is
 - a.Primary in nature
 - b.All pervasive
 - c.Is future oriented
 - d.All of the above

5. Identify the single-use plan
 - a.Budget
 - b.Rule
 - c.Policy
 - d.Procedure

6. The size of the organisation influences
 - a.Coordination
 - b.Control
 - c.Reporting system
 - d.All of the above

7. Which one of these cannot be delegated?
- a. Power
 - b. Authority
 - c. Responsibility
 - d. Accountability
8. Which one of these is not a cause for interpersonal conflict
- a. Value systems
 - b. Ego status
 - c. Socio cultural background
 - d. Hierarchy
9. Management by Exception implies that control is applied to
- a. Critical points
 - b. All points
 - c. Only at top level
 - d. Only at lowest level
10. Which of the following is not a technique of control?
- a. Break even analysis
 - b. Management audit
 - c. Management trainees
 - d. ABC analysis

Part – B (200 words)

Answer any 6 questions

6 x 7 = 42

11. Define Management. Outline its importance in Business.
12. Outline the principles of Scientific Management?
13. Write a short essay on social responsibility of Managers. Give examples
14. What are the factors affecting Objective setting in an organisation?
15. Briefly explain various forms of International businesses with examples.
16. Describe the decision-making process.
17. Enumerate the significance of delegation in a business.
18. Write down the features of a formal and informal organisation

Part – C (500 Words)
Question No.19 is compulsory and
answer any 3 questions of the remaining 5 questions 4 x 12 =48

19. Read the below mentioned short version of a HBR case study and answer the three questions below.

The day before Trisha, the IT executive was to leave 'Fashionable'; an off-price women's fashion retail store, the 26-year-old computer wizard accessed the HR section files and e-mailed employees' salaries to the entire staff. Now everyone knows what everyone else is making; they are either infuriated that they are making too little or embarrassed that they are making too much. Salary disparities are out there for everyone to see, and the CEO Adamson has to do something to smooth things over. Adam's trusted advisers talk extensively with the CEO about his options, ultimately coming down on two sides. Charlie, the vice president of human resources, takes a 'You get a lemon, you make lemonade' approach: keep making the salaries public to ensure fairness and to push employees to higher performance, he advises. Meanwhile, CFO Deanna sees the need for damage control: apologize, clean up the company's compensation system, and continue to keep--or at least try to keep--salaries private, she says.

(i) Identify the issue/issues in the case.

(ii) Do you agree with any of the options? What is your argument?

(iii) How can the employee unrest be resolved?

20. Enumerate and explain Fayol's principles of Management.

21. Describe the barriers to effective planning. How can you make planning more effective?

22. Explain Line- staff conflict and suggest measures to resolve the same.

23. Write short notes on (1) decentralisation (2) MBO.

24. Is the Control function related to Planning? Explain your answer briefly and also bring out the key features of zero-base budgeting.
