

Indian Maritime University
(A Central University, Govt. of India)

Sep/Oct'25 SE

Programme Name: MBA (ITL/PSM)

Semester: I

Subject Code: - PG22T3101/PG21T3101

Subject Name: PRINCIPLES AND PRACTICES OF MANAGEMENT

Date: 01.09.2025

Max Marks: 60

Duration: 03 Hrs.

Pass Marks: 30

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

ANSWER ALL- Section A

01 Mark each – Choose the correct answer as applicable.

1. Similar activities that are grouped together under one manager in an organization is called:

- a) Unity of command
- b) Unity of direction
- c) Order
- d) Scalar chain

2. An area in the environment that if exploited may generate high performance is called organisational _____

- a) Strength
- b) Weakness
- c) Opportunity
- d) Threat

3. Which of the following is a CSR initiative?

- a) Formulating a good wage Policy
- b) Paying good incentives to salesmen
- c) Following pollution free methods of production
- d) Adopting technology for speedier production

4. TQM philosophy was popularised by the
- British
 - Americans
 - Japanese
 - Koreans
5. In DEI, I stands for
- Independence
 - Inclusivity
 - Institutional
 - Interest
6. Management by Exception implies that control is applied to
- Critical points
 - All points
 - Only at top level
 - Only at lowest level
7. Decision making under uncertainty is undertaken by
- Operational heads
 - Directors
 - Supervisory heads
 - All the above
8. Which theory assumes that people are naturally lazy and will avoid work and responsibilities if possible?
- Theory X
 - Theory Y
 - Theory Z
 - None of the above
9. Job specification
- Describes what the job's needs are
 - Describes the person needed for the job
 - Describes the organisation
 - All of the above
10. _____ creates value for the supply chain by improving customer satisfaction.
- Branding
 - Incentives
 - CRM
 - Delivery boys

Section B

ANSWER ALL- Five Questions of 02 Marks each

11. Identify two features of Global management
12. Define Perception in business context.
13. Briefly explain any TWO principles of Henry Fayol
14. What is 'Blue Ocean' strategy?
15. Explain PERT.

Section C-ANSWER ANY FIVE

Seven Questions of 08 Marks each - any 05 questions to be answered.

16. How does change management affect business? Can you outline how after its takeover of Air India, Tata Sons implemented the change of culture?
17. You are the regional manager of a multi-crore company in Pune. Currently there are only 2 women employees in your organisation out of a 50 odd staff. These women feel that there are not enough facilities for women at their workplace and have voiced it with instances. As a male manager how will deal with it. A senior employee in the company advise you to stop hiring women in future. What concept is being challenged here? How will you bring a change in workplace policy?
18. Write a short essay on Scientific Management?
19. What do you understand about Porters competitive advantage?
20. Describe the barriers to effective planning. How can you make planning more effective?
21. Write a short note on Leadership styles. Identify the leadership traits of (a) Elon Musk (b) Indira Nooyi.
22. Bring out the significance of use of technology in Control function.
