

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations – Dec 2019/Jan 2020
B.B.A (Logistics, Retailing and E-Commerce)
Semester - I
UG31T1104/2104- PRINCIPLES OF MANAGEMENT - I

Date: 06-12-2019

Max Marks :100

Time: 3 HRS

Pass Marks : 50

Part – A

Answer all the Questions: 10 x 1 mark = 10 marks

1. According to Mintzberg, a _____ is an interpersonal activity
 - a) Figurehead
 - b) Disturbance handler
 - c) Monitor
 - d) Negotiator
2. In a _____ country, the people tend to be very achievement oriented
 - a) Feminine
 - b) Masculine
 - c) Individualistic
 - d) Collectivist
3. _____ was the founder of Human Relations Movement
 - a) Peter Drucker
 - b) Taylor
 - c) Elton Mayo
 - d) Mark Parker Follet
4. _____ aligns company's vision to strategy
 - a) Financial statement
 - b) Feedback system
 - c) Processes
 - d) Balance Scorecard
5. _____ leads to limited or bounded rationality
 - a) Intuitive
 - b) Rational
 - c) Optimizing
 - d) Satisficing
6. The general pattern of behavior, shared beliefs, and values that organizational members have in common are referred as
 - a) Organizational norms
 - b) Organizational policies
 - c) Organizational culture
 - d) Organizational thinking

7. Due to re-engineering, the result has been a huge decrease in cost. The result is said to be
 - a) Expected
 - b) Dramatic
 - c) Not effective
 - d) Taken for granted

8. All decisions vary in
 - a) Certainty, uncertainty, risk
 - b) Surety, certainty, safety
 - c) Ambiguity, uncertainty, vagueness
 - d) Certainty, uncertainty, safety

9. Feed Forward is a _____ control
 - a) Standard
 - b) Preventive
 - c) Organized
 - d) Management

10. _____ is a host country orientation
 - a) Ethnocentric
 - b) Polycentric
 - c) Regiocentric
 - d) Geocentric

Part – B

Answer any 6 questions not exceeding 200 words:

6 x 7marks = 42 marks

11. What are the different sources of power? Explain with examples
12. If you encounter a problem, you must establish controls at various stages. Explain the stages
13. Explain the principles of scientific management of F W Taylor
14. Explain the unifying effects and areas of conflict between a parent company and a company in the host country.
15. Write a short note on ASEAN
16. Are you a creative thinker? What qualities must you possess to justify that a person is a creative thinker
17. Why critical points are necessary for effective control and what are the basic control process?
18. Distinguish between programmed decisions and non- programmed decisions

Part – C

Question No:19 is compulsory.

Answer any 3 from the remaining 5 Questions, not exceeding 500 Words

4x12 marks = 48 marks

19. You have been promoted as Branch Manager, Delhi office. You want to now buy your dream mobile phone. The last time you bought a phone, the one you possess now, was a wrong decision. You had walked into a shop, listened to the various sales personnel and then on the spot had made a decision. You do not want to commit that mistake again. What are the steps you will take to make a rational decision?
20. Tanushree runs a factory wherein she manufactures only shoes. Though her manufacturing unit is in Chennai her shoes are marketed in Chennai, Delhi, Bangalore and Mumbai. The business has been doing well and she intends to expand by diversifying not only into leather bags as well as western formal wear, but also into Germany, Italy and Japan. She wants her company to be a complete provider of corporate wear. This will enable her to market her business unit as the one shop for working women. With the help of a diagram, depict which type of structure would you recommend for the expanded organization? And why?
21. What are the managerial functions that a manager must necessarily adopt? Explain.
22. If you are planning to expand your business into Germany, Australia and Singapore,
- a. Elaborate on the approaches that are possible while dealing with the company in the host country. 7 Marks
 - b. Which one will you follow as a parent company situated in Chennai? Give Justification for your answer 5 Marks
23. Elaborate on Henri Fayol's fourteen principles.
24. According to Hofstede, what are the different dimensions you must be aware of before you visit a foreign country? Elaborate on the dimensions.
