

**Indian Maritime University**  
(A Central University, Govt. of India)  
**BBA (Logistics, Retailing and E-Commerce)**  
**UG31T1104 (Semester I)**  
**Principles of Management-I**  
May/June 2018 End Semester Examinations

Time: 3 Hours  
Date: 31.05.2018

Max Marks:100  
Pass Marks:50

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**Section-A**

Answer all the questions 1 & 2  
Each question carry equal marks

**1.**

**10 X 1 = 10 Marks**

A. \_\_\_\_\_ is the art of getting things done through and with people and with formally organized groups

1. Structure
2. Organization
3. Management
4. Specialization

B. Sourcing of talent is referred to as \_\_\_\_\_

1. Planning
2. Staffing
3. Organizing
4. Coordinating

C. \_\_\_\_\_ is a selection of a course of action from different alternatives

1. Decision Making
2. Organizing
3. Planning
4. Controlling

D. Organizational \_\_\_\_\_ is a system used to define a hierarchy within an organization

1. System
2. Structure
3. Strategy
4. Staffing

E. \_\_\_\_\_ is comparing company performance with that of other firms

1. Benchmarking
2. Streamlining
3. Feed forward
4. Feedback

F. \_\_\_\_\_ is the father of scientific management

1. Adam Smith
2. Henry Fayol
3. F W Taylor
4. Max Weber

G. Foreign operation is based on parent company then it is \_\_\_\_\_ way of functioning

1. Polycentric
2. Geocentric
3. Regiocentric
4. Ethnocentric

H. The ways of evaluating alternatives are \_\_\_\_\_

1. Quantitative and qualitative
2. Statistical and Mathematical
3. Subjective and Judgmental
4. Objective and Multiple

I. \_\_\_\_\_ is the rights inherent in a managerial position to give orders and to expect the orders to be obeyed

1. Decision
2. Planning
3. Authority
4. Specialization

J. \_\_\_\_\_ control is when the problem is solved while occurring

1. Feedback
2. Feed forward
3. Final
4. Concurrent

2.

**5 X 1 = 5 Marks**

A. \_\_\_\_\_ states that specialization of work is necessary for organizational success.

1. Unity of Command
2. Es spirit de corps
3. Unity of direction
4. Division of Labour

B. NAFTA stands for \_\_\_\_\_

1. North Atlantic Free Trade Association
2. North Atlantic Free Tariff Agreement
3. North Atlantic Free Trade Agreement
4. North American Free Trade Association

C. Policies and Procedures help to make \_\_\_\_\_ decisions.

1. Programmed
2. Non programmed
3. Statutory
4. Regular

D. \_\_\_\_\_ authority is a formal authority granted through the organization and job description.

1. Legitimate
2. Coercive
3. Informal
4. Expert

E. \_\_\_\_\_ aligns company's vision to strategy.

1. Management scorecard
2. Informal scorecard
3. Formal scorecard
4. Balance scorecard

**Section-B (Questions 3-9)**

**5 X 5 = 25 Marks**

Answer any 5 out of 7 questions

3. Explain the MBO process of Peter Drucker
4. Elaborate the following terms: Ethnocentric, Polycentric, Regiocentric, Geocentric
5. Write briefly on decision making under certainty, uncertainty and risk
6. Explain the matrix organizational structure with the help of diagram
7. Is real time control easy? Give reason for your answer
8. Elaborate on the managerial functions
9. Differentiate between influence, power and authority

**Section-C (Questions 10-15) 4 X 15 = 60 Marks**

Question 10 is Compulsory

Answer any 3 out of the remaining 5 questions

10. In context of the below case:

Identify and explain the various steps involved in process the function of management as identified in the case study

Agile Ltd.' is a well-known automobile manufacturing company in India. The company plans to increase the sale of its sedan cars by 20% in the next quarter. In order to achieve the desired target, the marketing team of the company considers the impact of policy of the government towards diesel vehicles and the level of competition in this segment of cars. They explore the various available option like offering more discount to dealers and customers, providing more customer friendly finance options, lucky draws on test drives, increasing advertising, offering more of free accessories on the purchase of the car, etc. A thorough analysis of the various available options is done keeping in view the relative viability of each option. The company decides to pursue the option of offering more discount to dealers and customers in order to boost the sale of sedan cars. In order to implement the plan, they determine the various discount packages and communicate the same to their product dealers. To make the prospective consumers aware about the new available benefits, advertisements are made through various sources of print and electronic media. The market analysts of the company keep a close watch on the revenue from the sedan cars to study the effect of new initiatives by the company to promote its sales.

11. According to Porter the well being of a country is a must for business. Elaborate on his statement

12. Henry Fayol's 14 principles of management.

13. What are critical points, standards and benchmarking? Why are they necessary?

14. Power can be sourced in a variety of ways in an organization. Explain the different ways

15. What are the social responsibilities of an organization?

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