

**Indian Maritime University**  
**(A Central University, Govt. of India)**  
**End Semester Examinations – December 2022**  
**Programme Name: MBA (ITL/PSM)**  
**Semester: I**  
**Subject Code: - PG22T3101/PG21T3101**  
**Subject Name: PRINCIPLES AND PRACTICES OF MANAGEMENT**

Date: 24.12.2022

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
  - a) British
  - b) Americans
  - c) Japanese
  - d) Koreans
  
5. In DEI, I stands for
  - a) Independence
  - b) Inclusivity
  - c) Institutional
  - d) Interest
  
6. 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
  
7. Decision making under uncertainty is undertaken by
  - a) Operational heads
  - b) Directors
  - c) Supervisory heads
  - d) All the above
  
8. Which theory assumes that people are naturally lazy and will avoid work and responsibilities if possible?
  - a) Theory X
  - b) Theory Y
  - c) Theory Z
  - d) None of the above
  
9. Job specification
  - a. Describes what the job's needs are
  - b. Describes the person needed for the job
  - c. Describes the organisation
  - d. All of the above
  
10. \_\_\_\_\_ creates value for the supply chain by improving customer satisfaction.
  - a) Branding
  - b) Incentives
  - c) CRM
  - d) 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.

\*\*\*\*\*

MUKOC