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**6957**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION May 2014**

**(BUSINESS LEADERSHIP)**

**(FIRST SEMESTER)**

**110: PRINCIPLES OF MANAGEMENT**

Time: Three hours

Maximum: 75 marks

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**SECTION - A**

**Answer any FIVE questions**  
**All questions carry equal marks**

**(5 × 3 = 15)**

1. Differentiate between efficiency and effectiveness.
2. Identify and explain the four managerial functions.
3. Identify major factors affecting international business.
4. What are the three aspects of an organisation's culture?
5. What are four elements of the formal planning process?
6. How does a transformational leader differ from a transactional leader?
7. What is the difference between a team and a work group?
8. What is the difference between one-way and two-way communication?

**SECTION - B**

**Answer any THREE questions**  
**All questions carry equal marks**

**(3 × 10 = 30)**

9. What were the important contributions of scientific management? What were its limitations?
10. What is MBO? What are the key steps of the MBO cycle?
11. What are the five needs identified in Maslow's hierarchy of needs? How is the highest level need different from the other four?
12. Describe the five conflict management styles.
13. What are the advantages of written communication over face-to-face communication? What are the limitations?

**SECTION – C****Answer any ONE question****(1 × 15 = 15)**

14. What are the key planning issues that managers at the corporate level focus on?
15. Explain 360-degree feedback. Discuss various advantages and disadvantages of it in the Indian context.
16. What are the characteristics of group norms? How might norms be developed within a group?

**SECTION – D****(Compulsory)****(1 × 15 = 15)**

17. Identify challenge of formulating strategic controls, particularly, firms like IT, which are operating at multi-locations and multiple countries.

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