

Total No. of Pages : 2

Register Number :

**6983**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION DECEMBER 2013.**

**(CUSTOMER RELATIONSHIP MANAGEMENT)**

**(FIRST YEAR)**

**140 — PRINCIPLES OF MANAGEMENT**

Time : Three hours

Maximum : 75 marks

**SECTION A**

**Answer any FIVE questions. (5 × 3 = 15)**  
**All questions carry equal marks.**

1. Define the term Administration
2. What is meant by strategy?
3. List the types of stakeholders.
4. What do you understand by learning organisation?
5. What do you mean by budget?
6. Define the term Organising.
7. What do you understand by macro environment?
8. What is meant by distribution?

**SECTION B**

**Answer any THREE questions. (3 × 10 = 30)**  
**All questions carry equal marks.**

9. Differentiate the characteristics of manager and leader in an organisation.
10. What are the steps involved in planning process?
11. Explain the need and importance of line and staff relations.
12. Explain the features of cognitive theories of motivation.
13. What are the factors that affect the channel of distribution?

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

14. Explain the different types of organisation and its characteristics.
15. Discuss the principles and theories of organisation.
16. Explain the concepts of SWOT analysis and mention its benefits to the organisation.

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

17. Discuss with practical examples about how far the motivational theories which helps the organizational achievements?
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