

Register Number :

Name of the Candidate :

**6 5 1 8**

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

**( INTERNATIONAL BUSINESS )**

**( FIRST YEAR )**

**( PAPER - I )**

**110. PRINCIPLES OF MANAGEMENT**

May ]

[ Time : 3 Hours

Maximum : 75 Marks

**SECTION – A** (5 × 3 = 15)

*Answer any FIVE questions.*

*ALL questions carry Equal marks.*

*Write short notes on:*

1. Universality concept of management.
2. Human relations era.
3. Types of policies.
4. Appropriate span.

**Turn Over**

5. Authority and power.
6. Leader and manager.
7. Effective communication.
8. Social audit.

**SECTION – B** (3 × 15 = 45)

*Answer any THREE questions.*

*ALL questions carry Equal marks.*

9. Briefly describe the general principles of management as laid down by Henri. Fayol. Is his list exhaustive?
10. “Organisation charts provide a broad picture of positions of authority and their relationships in the organisation structure”. Critically examine this statement.
11. “Authority is an all inclusive principle of management from which all other principles are derived”. Do you agree? Give your reasons.
12. “Motivation is the core of management”. Discuss. What can management do to motivate the staff in an industrial organisation?

13. What are the essentials of effective control systems? Which essentials do you think are most important?

**SECTION – C** (1 × 15 = 15)

*( Compulsory )*

*Case Study:*

14. At a meeting of the branch managers of East Bank, two branch managers, Mr. Chatterjee and Mr. Bose were discussing budgeting process in their respective branches. Mr. Chatterjee said, “I set the profit and deposit goals for my branch. If any officer in my branch has questions about these goals. I explain the reasons for setting the goals at a particular level”. Mr. Bose observed “ I ask each officer to submit to me his projections for deposits and advances. Once I receive these projections, I increase them by 10% to force creativity from my officers”.

Do you find any major difference between the approaches of two branch managers? If you were a branch manager in the East Bank which approach to budgeting would you adopt in your branch? Why?