

(6 pages)

Reg. No. :

Code No. : 40729

Sub. Code : GAGM 31

B.A.(CBCS) DEGREE EXAMINATION,
NOVEMBER 2013.

Third Semester

General Management – Allied

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The main tool to evaluate corporate social responsibility is
 - (a) stock market participation
 - (b) code of ethics
 - (c) research analysis
 - (d) social audit

2. Plans which are general statements or understandings that guide or channel thinking in decision making
 - (a) policies
 - (b) procedures
 - (c) rules
 - (d) programmes
3. Combining functional and product patterns of departmentation in the same organizational structure is known as
 - (a) SBU
 - (b) MBO
 - (c) Matrix organization
 - (d) Intervention
4. _____ is the tendency to disperse decision making authority in an organized structure.
 - (a) Centralization
 - (b) Decentralization
 - (c) Delegation
 - (d) Authority
5. _____ tests are designed to measure mental capacity, memory, speed of thought and the ability to see relationships in complex problem situations.
 - (a) Intelligence
 - (b) Proficiency
 - (c) Vocational
 - (d) Personality



6. Performance appraisal indicates
- (a) comprehensive review
 - (b) periodic review
 - (c) continuous monitoring
 - (d) all of the above
7. "People are self-motivated" is the idea behind
- (a) Social assumption
 - (b) Rational-economic assumption
 - (c) Self-actualizing assumption
 - (d) Complex assumption
8. "People are complex and variable and have many motives" is the idea behind
- (a) Social assumption
 - (b) Rational-economic assumption
 - (c) Self-actualizing assumption
 - (d) Complex assumption
9. Internal audit is also known as _____ audit.
- (a) zero base
 - (b) operational
 - (c) equity
 - (d) none of the above

Page 3 Code No. : 40729

10. The input-output ratio within a time period with due consideration for quality is called as
- (a) Creativity
 - (b) Enrichment
 - (c) Feedback
 - (d) Productivity.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Discuss the various guidelines for effective Policy making.

Or

- (b) What are the three generic strategies a firm may adopt? Explain.

12. (a) Discuss the two approaches towards group decision making also detailing their limitations.

Or

- (b) Discuss Manpower Planning as an element of Staffing.

13. (a) What are the advantages and disadvantages of departmentation by time?

Or

- (b) What is process or equipment departmentation?

Page 4 Code No. : 40729
[P.T.O.]



14. (a) What are the rewards and stress of managing?

Or

- (b) Explain with a flow chart the need-want-satisfaction chain.

15. (a) Write a detailed note on Herzberg's two-factor theory.

Or

- (b) Differentiate variable/flexible and zero-base budgeting.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) "Planning is looking ahead and control is looking back". Comment with appropriate examples.

Or

- (b) Explain the purpose of strategies and policies.

17. (a) Describe the process of MBO.

Or

- (b) Discuss in detail about Neoclassical Organization theory.

18. (a) Give a schematic representation of departmentation by product. Explain its advantages and disadvantages.

Or

- (b) Explain the ten steps in formulating a career strategy.

19. (a) What are some typical failures in manager development and training? Explain some recommendations to overcome these shortcomings.

Or

- (b) Explain in detail the contrasting views and models of people.

20. (a) What are the major motivational techniques?

Or

- (b) Compare and contrast feedforward and feedback systems.
-

