

(6 pages)

Reg. No. :

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Sub. Code : KBAM 11/
PBAM 11

MASTER OF BUSINESS ADMINISTRATION (CBCS)
DEGREE EXAMINATION, NOVEMBER 2017.

First Semester

MANAGEMENT THEORY, PROCESS AND
ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Strategy

- (a) is an objective
- (b) is a type of plan
- (c) is a method of training
- (d) is a source of recruitment.

2. M.B.O. was advocated by

- (a) Peter Drucker
- (b) Maslow
- (c) Fayol
- (d) Taylor

3. Departmentation can be of

- (a) product
- (b) time
- (c) territory
- (d) all of the above

4. Psychological tests

- (a) are useless
- (b) are types of plans
- (c) are used in selection of individuals
- (d) are traits of a leader

5. Values

- (a) affect individual behaviour
- (b) are also called attitudes
- (c) are conflicts
- (d) are control techniques

6. Carrot and Stick approach is followed by

- (a) democratic leaders
- (b) an autocratic leader
- (c) all managers
- (d) all workers

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7. Content perspective of motivation is concerned with
 - (a) autocratic leader
 - (b) policies
 - (c) determination of drives and needs
 - (d) selection of people
8. Promotion
 - (a) motivates an individual
 - (b) results in enhanced performance
 - (c) increases morale
 - (d) all of the above
9. Setting standards
 - (a) is not needed
 - (b) is essential for controlling
 - (c) is carried out to check variations
 - (d) both (b) and (c)
10. Quality circles
 - (a) have managers as members
 - (b) are formed in shop floor
 - (c) are the goods
 - (d) lead to wastages

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PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Discuss the role of a manager in an organisation.

Or

- (b) Examine the importance of strategies.

12. (a) What are the features of centralization?

Or

- (b) Enumerate various sources of recruitment of managers.

13. (a) What is perception? Describe its elements.

Or

- (b) Why do conflicts arise between individuals?

14. (a) Bring out the process perspective of motivation.

Or

- (b) Discuss the steps in directing.

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[P.T.O.]



15. (a) "Innovation is a key to success of every firm" – Discuss.

Or

- (b) Examine the importance of control.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the process of management.

Or

- (b) How can decision-making be made effective?

17. (a) Bring out the methods of appraisal of managers.

Or

- (b) Describe the measures required to improve the line and staff relationship.

18. (a) Compare and contrast trait theory of leadership with situational theory of leadership.

Or

- (b) Examine the significance of culture in an organization.

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19. (a) Describe the need and importance of monetary incentives of motivation.

Or

- (b) Discuss the foundations of motivation.

20. (a) Explain various control techniques.

Or

- (b) How is technology enhanced management useful in an organisation?

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