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**PRESIDENCY UNIVERSITY
BENGALURU**
SCHOOL OF MANAGEMENT
MID TERM EXAMINATIONS

SEC: F TO K
SET A

Sem & AY: Odd Sem 2019-20

Course Code: MGT 212

Course Name: PRINCIPLES OF MANAGEMENT

Program & Sem: MBA & I

Date: 15.11.2019

Time: 1.30 PM TO 3.00 PM

Max Marks: 40

Weightage: 20%

Instructions:

- (i) Answer all questions
- (ii) The question paper comprises of three sections, A, B. & C. You are to attempt all the sections.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries two marks. (3Qx2M=6M)

1. What is the need of principles of management? (C.O.NO.1) [Knowledge]
2. POSDCORB stands for? (C.O.NO.1) [Knowledge]
3. What is the "Vision" Statement of Presidency University, Bangalore?
(C.O.NO.1) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)

4. Give an example of Efficiency and Effectiveness from Industry point of view.
(C.O.NO.1) [Comprehension]
5. What are the functions of management, Explain? (C.O.NO.1) [Comprehension]
6. What are the Technical and Conceptual skills required for a manager.
(C.O.NO.2) [Comprehension]
7. Draw the hierarchy of an organization plans.

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries seven marks. (2Qx7M=14M)

8. "The main purpose of the business is to create a customer and make them loyal".
What is the role of a manager in favour of this statement?

(C.O.NO.1) [Application]

9. "The only the responsibility of business is to earn and share profit".
Do you agree justify your opinion?

(C.O.NO.1) [Application]



SCHOOL OF MANAGEMENT

Semester: 1st Sem MBA 2019-20

Course Code: MGT 212

Course Name: principles of management

Date: 16-10-2019

Time: 1.30pm to 3.pm

Max Marks: 40

Weightage: 20

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO (%age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type	Thought provoking type	Problem Solving type [Marks allotted]	Total Marks
			[Marks allotted] Bloom's Levels	[Marks allotted] Bloom's Levels		
			K	C	A	
1,2&3	Co.no1	Unit 1&2	k			6
4,5,6 &7	Co.no2	1&2		c		20
8	Co.no3	2			A	14
	Total Marks		6	20	14	40

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Name of faculty]

Reviewer's Comments:

Annexure- II: Format of Answer Scheme

SCHOOL OF ----management -----



SOLUTION

Semester: 1st sem MBA

Course Code: MGT212

Course Name: pom

Date: 16-10-2019

Time: 1.30pm to 3.30pm

Max Marks: 40

Weightage: 20

Part A

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Any two needs	2 mmarks	6m
2	Meaning and definition	2marks	6 m
3	Any two differences	2marks	6m

Part B

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
4	Henry Fayol thought and concept	5 marks	11m
5	Meaning of standing plan	2 marks	11m
	Advantages of standing plan	3 marks	
6	Definition of plan	2marks	11m
	Essentials of good plan	3marks	
7	Steps in planning	5marks	11m

Part C

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
8	Types of plans Preparation of plans related to any company	4marks 10marks	28m



Roll No.																			
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**PRESIDENCY UNIVERSITY
BENGALURU**

SEC: F TO K

SCHOOL OF MANAGEMENT

SET B

MIDTERM EXAMINATION

Sem & AY: Odd Sem 2019-20

Date: 15.11.2019

Course Code: MGT 212

Time: 1.30 PM to 3.00 PM

Course Name: PRINCIPLES OF MANAGEMENT

Max Marks: 40

Program & Sem: MBA & I

Weightage: 20%

Instructions:

- (i) *Write legibly*
- (ii) *Draw diagrams for required questions*

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries two marks.

(3Qx2M=6M)

1. What is Management? (C.O.NO.1) [Knowledge]
2. POSDCORB stands for? (C.O.NO.1) [Knowledge]
3. What is the difference between Vision and Mission? (C.O.NO.2) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries five marks.

(4Qx5M=20M)

4. Differentiate between Efficiency Vs. Effectiveness. (C.O.NO.1) [Comprehension]
5. Elaborate various functions of management. (C.O.NO.1) [Comprehension]
6. Explain the managerial skill sets required at different levels of management. (C.O.NO.2) [Comprehension]
7. Draw the hierarchy of organizational plans. (C.O.NO.2) [Comprehension]

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries seven marks.

(2Qx7M=14M)

8. "The main purpose of business is to create a customer and to keep customer". What is the rate of manager in favour of this statement? (C.O.NO.1) [Application]
9. "The only responsibility of business is to earn profit" Do you agree. Justify your answer. (C.O.NO.1) [Application]



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Even Semester: 2018-19

Date: 16 October 2019

Course Code: MGT 212

Time: 1.5 Hours

Course Name: Principles of Management

Max Marks: 40

Programme & Sem: MBA & I

Weightage: 20%

Part A

(3Q x 2M = 6Marks)

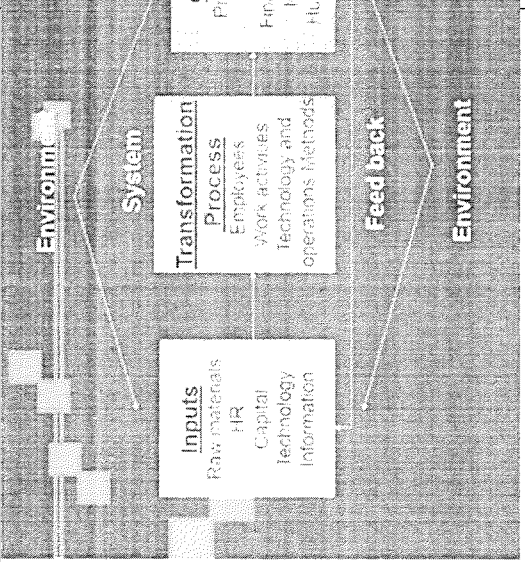
Q No	Solution	Scheme of Marking	Course Outcome No. as per the Handout	Bloom's Level	Learning Objective No. as per Handout	Max. Time required for each Question
1. What is Management?	According to Harold Koontz, "Management is an art of getting things done through and with the people in formally organized groups. It is an art of creating an environment in which people can perform and individuals and can co-operate towards attainment of group goals.	2M for correct answer. 1M for partially correct answer. Give marks if students write any other definition for management	1	Knowledge	1	5 mins
2. POSDCORB stands for?	Planning, Organising, Staffing, Directing, Coordination, Reporting, Budgeting	2M if they get all correct. -1M if they got any two wrong. Zero if they get wrong more than four.	1	Knowledge	1	5 mins

3. What is the difference between Vision and Mission?	<p>A vision describes a firm's aspirations, beliefs and values, and shapes organization's strategy.</p> <p>Mission is the unique aim of an organization that sets it apart from others of its type.</p>	2M if they get both correct. -1M if they got any one wrong.	2	Knowledge	1	5 mins
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(XQ x YM = ZMarks)

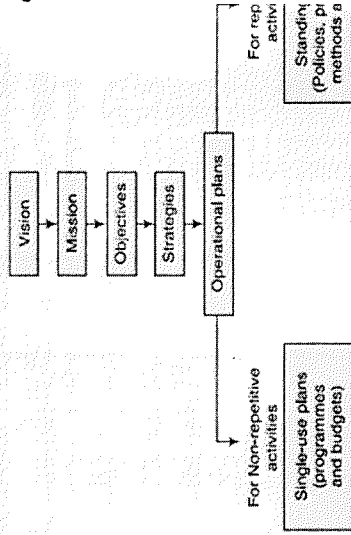
Part B

Q No	Solution	Scheme of Marking	Course Outcome No. as per the Handout	Bloom's Level	Learning Objective No. as per Handout	Max. Time required for each Question
4. Explain the contributions of F. W. Taylor to management.	<ul style="list-style-type: none"> ■ Replacing the Rule of Thumb with science ■ Harmony in Group action ■ Scientifically select and then train, teach, and develop the worker ■ Cooperation between management and workers ■ Divide work and responsibility almost equal between management and workers. 	IM for each point. -IM for one wrong point. 5M for 5 points.	1	Knowledge	1	10 mins
5. Explain the systems approach to management.	<p>A set of interrelated and interdependent parts arranged in a manner that produces a unified whole</p> <ul style="list-style-type: none"> - Closed systems - Open systems 	-3M if diagram is not there. 5M with diagram and explanation. -2M if only diagram is there and no explanation.	1	Knowledge	1	10 mins

<p>6. Explain the nature and importance and planning.</p>	 <p><u>Nature of planning</u> Planning is the beginning of the process of management Planning is an intellectual process Planning is a continuous process Planning is an all-pervasive function</p> <p><u>Importance of planning</u></p> <ul style="list-style-type: none"> ➤ Minimizes Risk and Uncertainty ➤ Leads to Success ➤ Focuses Attention on the Organization's Goals ➤ Facilitates Control ➤ Trains Executives 	<p>5M if all the points are explained. -2.5M if nature or importance are not explained. -1M if they miss any one point each on nature and importance</p>	<p>2</p>	<p>Knowledge</p>	<p>1</p>	<p>10 mins</p>
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7. Draw the hierarchy of organizational plans.

Hierarchy of Organizational Plans



Only diagram is required. Give full marks for correct diagram. Deduct -1M for one wrong step. No explanation required.

2	Knowledge	1	10 mins
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PART C

(XQ x YM = ZMarks)

Q No	Solution	Scheme of Marking	Course Outcome No. as per the Handout	Bloom's Level	Learning Objective No. as per Handout	Max. Time required for each Question
8. Do you think Henry Fayol's 14 principles of management are still applicable in present generation organizations'?		7M if they get all 14 correct. 7M for explaining each and every point.	1	Knowledge	1	30 Mins

State Yes or No and justify your explanation with reference to today's context.

HENRY FAYOL – 14 principles of Management

- Division of work
- Authority and responsibility
- Discipline
- Unity of command
- Unity of direction
- Subordination of individual to General interest
- Remuneration of personnel

General Administrative Theorists

HENRY FAYOL – 14 principles of Management

- Centralisation – degree to which subordinates are involved in decision making
- Scalar Chain – Gang plank
- Order – arrangement and of things and people
- Equity – combination of justice and kindness
- Stability of Tenure
- Initiative
- Esprit de corps

General Administrative Theorists

Give 12 marks maximum if they have written a perfect answer. Give minimum 5M as partial marks if answer is very generic without 14 points.



Roll No

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 20

Course Code: MGT 212

Course Name: PRINCIPLES OF MANAGEMENT

Program & Sem: MBA & I

Date: 30 December 2019

Time: 9:30 AM to 12:30 PM

Max Marks: 100

Weightage: 50%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 6 marks.

(5Qx6M=30M)

1. State the contingency approach of management thought? (C.O.No.1) [Knowledge]
2. Discuss difference between management and leader? (C.O.No.1) [Knowledge]
3. What are the essentials features of planning? (C.O.No.1) [Knowledge]
4. Distinguish between procedures and rules? (C.O.No.1) [Knowledge]
5. Name the various types of decisions in management process? (C.O.No.1) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 10 marks.

(4Qx10M=40M)

6. Define MBO? Discuss the advantages and limitations of management by objectives, can the disadvantages be eliminated or reduced? (C.O.No.2) [Comprehension]
7. Distinguish between line staff and functional organizations what are their merits and demerits? (C.O.No.2) [Comprehension]
8. Explain the main basis of departmentation. What are the conditions in which each is suitable (C.O.No.2) [Comprehension]
9. What do you understand by controlling in management? Explain process of controlling? (C.O.No.2) [Comprehension]

I hereby certify that all the questions are set as per the above guidelines.

Faculty Signature:

Reviewer Comments:

Format of Answer Scheme



SCHOOL OF MANAGEMENT

Semester: Odd Sem 2019-20

Course Code: MGT212

Course Name: Principles of Management,

Date: DEC 2019

Time: 3 HOURS

Max Marks: 100

Weightage: 50

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1 TO 5	CO.1	ALL		K								30
Q7 ,Q 8 AND Q9	CO.2						C					40
Q10 &11	CO.3									A		30
	Total Marks											100

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must

Q5	Definition of decision	2 m	12 min
	Effective decision process	4m	

Part B

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
Q6	MBO definition	2	20 min
	Process of MBO	3	
	Merits and de merits	5	
Q7	Meaning of staff organization	2	20 min
	Meaning of functional organization	3	
	Differences	5	
Q8	Definition of departmentation	3	20 min
	Basis of departmentation	7	

Part C

(Q x M = Marks)

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 20

Course Code: MGT 212

Course Name: PRINCIPLES OF MANAGEMENT

Program & Sem: MBA & I

Date: 30 December 2019

Time: 9:30 AM to 12:30 PM

Max Marks: 100

Weightage: 50%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 6 marks.

(5Qx6M=30M)

1. State the contingency approach of management thought? (C.O.No.1) [Knowledge]
2. Discuss difference between management and leader? (C.O.No.1) [Knowledge]
3. What are the essentials features of planning? (C.O.No.1) [Knowledge]
4. Distinguish between procedures and rules? (C.O.No.1) [Knowledge]
5. Name the various types of decisions in management process? (C.O.No.1) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 10 marks.

(4Qx10M=40M)

6. Define MBO? Discuss the advantages and limitations of management by objectives, can the disadvantages be eliminated or reduced? (C.O.No.2) [Comprehension]
7. Distinguish between line staff and functional organizations what are their merits and demerits? (C.O.No.2) [Comprehension]
8. Explain the main basis of departmentation. What are the conditions in which each is suitable (C.O.No.2) [Comprehension]
9. What do you understand by controlling in management? Explain process of controlling?

CASE STUDY

Subhiksha which was initially considered as WAL-MART OF INDIA, has temporarily shut all its 1600 outlets in 110 cities. Analysts believe that there was no problem in its low cost business model, "what went wrong? The Chennai based subhiksha trading service was neck-deep in 600 crore of debt. It was not able to pay its vendors because all its earnings were going to service the debt. The company is on the threshold of a closure as it has virtually no money to run its operations.

On one side, there is a viewpoint of imminent closure of the company. But on the other side, there is a strong case to service the company by raising additional Rs 300 crore as a loan and restructuring its existing debt and part with same equity stake by investing a bound investor. This would allow the company to pay off its vendor and restart its operation at the minimum level.

The company went on an expansion plan by opening 800 stores in a year time, it financed its expansion through debt. The strategy was to dominate the industry and ward off the likely competitors. This expansion would have provided much needed economies its bargaining power with the vendors to fuel its low cost business model.

10. What went wrong with the planning of subhiksha? Which plan is suitable to company?

(C.O.No.3) [Application]

11. How can it recover its business? As a manager how you act?

(C.O.No.3) [Application]

Faculty Signature:

Reviewer Comments:

Format of Answer Scheme

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO (% age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type	Thought provoking type	Problem Solving type [Marks allotted]	Total Marks
			[Marks allotted]	[Marks allotted]		
			Bloom's Levels	Bloom's Levels		
			K	C	A	
1	CO1	MODULE I FORCE ANALYSIS	3			3
2	CO1	MODULE I FORCE ANALYSIS	3			3
3	CO1	MODULE I FORCE ANALYSIS	3			3
4	CO2	FLYWHEEL	3			3
5	CO2	FLYWHEEL	3			3
6	CO2	FLYWHEEL	3			3
7	CO5	GOVERNORS		10		10
8	CO5	GOVERNORS		10		10
9	CO5	GOVERNORS			14	14
10	CO4	GYROSCOPE			14	14
11	CO3	BALANCING OF MASSES			14	14
Total Marks			18	20	42	80

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to

Semester: Odd Sem 2019-20

Course Code: MGT212

Course Name: Principles of Management,

Date: DEC 2019

Time: 3 HOURS

Max Marks: 100

Weightage: 50

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1 TO 5	CO.1	ALL		K								30
Q7 ,Q 8 AND Q9	CO.2						C					40
Q10 &11	CO.3									A		30
	Total Marks											100

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to

Annexure- II: Format of Answer Scheme



SCHOOL OF ---Management-----

SOLUTION

Semester: First sem

Course Code: MGT 212

Course Name: Principles of management

Date: DEC 2019

Time: 3 HOURS

Max Marks: 100

Weightage: 50

Part A

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
Q1	Meaning of management	2	12 min
	Thoughts of management	4	
Q2	Meaning of leader Meaning of management Differences points	6	12minits
Q3	Meaning of planning	2	12 min
	Any four characteristics	4	
Q4	Any differences	6	12min

	process		
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Part B

(Q x M = Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
Q6	MBO definition	2	20 min
	Process of MBO	3	
	Merits and de merits	5	
Q7	Meaning of staff organization	2	20 min
	Meaning of functional organization	3	
	Differences	5	
Q8	Definition of departmentation	3	20 min
	Basis of departmentation	7	

Part C

(Q x M = Marks)

	various plans require to establishment	15	30 min
Q11	Various roles of manager		