

**Presidency University, Bengaluru**  
School of Management

**Term Examination**

**I Semester 2015-2016**

**Management 360**

**MBA A 101**

**(Closed Book)**

**Max Marks: 80 marks**

**Max Time 3hours**

**Weightage : 40%**

**04 January 2016**

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**Instructions to Candidates:**

Write legibly, briefly and summarize/highlight the main points

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**Part A**

**2 X 10=20**

**Answer all questions**

1. What is the major contribution of Fredrick Taylor?
2. Name the various reasons for resisting "Implementation of change" in an organization? (Just Name, no explanation required)
3. What is BCG Matrix
4. What is TQM?
5. Expand – NAFTA, ASEAN, WTO and GATT?
6. What is Classical perspective?
7. Define Entrepreneurship?
8. What is the difference between Human Relations Movement and Human Resources Perspective?
9. Name the three skills required by Managers?
10. Define Planning?

**Part B**

**5 X 8=40**

**Answer all questions**

1. Explain the salient features / characteristics of Scientific Management?
2. Explain in a Tabular form, the major differences (atleast 10 nos )between New workplace and Old work place?
3. Explain the challenges of managing in a global environment?
4. Explain the differences between Programmed and Non Programmed Decisions?
5. Name the three types of Decision models and explain the salient features of each one with three sentences only.
6. Explain six steps in Managerial Decision making process with a suitable diagram?
7. Draw diagrams for showcasing Vertical, Divisional, Matrix, Team based and Network structural design?
8. Explain the Three stages of Crisis Management?

**Part C**

**2 X10 =20**

**Answer any two of the following.**

1. Explain Human Relations Movement in the light of Hawthorne studies?
2. Describe the four management functions and type of management activity associated with each?
3. Explain Strategic Management Process with a suitable diagram?

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Test 1

Course: **MBA A 101 Management 360**  
( Closed Book)

Max Marks: 45

Max Time: 50 Min

Weightage: 15 %

19 October 2015

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Instructions to Candidates

1. Write legibly, briefly and summarize. Highlight main points
  2. Assume suitable data wherever necessary and justify the same.
  3. Draw suitable diagrams if applicable
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Part A

(5 X 1 = 5 Marks)

Write short notes on

- 1.Planning
2. Mention the three Classical perspectives of Management
- 3 Generic strategy
- 4.BCG Matrix
- 5.Vision and Mission

Part B

6 X 5 = 30 Marks)

1. Explain the leadership skills needed for effective crisis management?
2. Explain the Process of Management with a diagram?
- 3.Explain the characteristics of scientific management?
4. Describe the Human resource perspective of Management by including Abraham Maslow and McGregor's Contribution?
5. Discuss how planning in a turbulent environment is different from traditional approaches to planning?
6. Explain the levels of goals and plans and their importance with suitable illustration

Part C

(1 X 10 = 10 Marks)

1. Explain the Michael Porter's five forces model to sustain the competition using illustrations?

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