



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

Set A

COMPREHENSIVE EXAMINATION

I Semester 2016-2017

Course: **MBA A 101: Management 360**

18 January, 2017

Instructions:

Answer to the point

Part A

(10 Q x 2 M= 20 Marks)

1. What is organizational efficiency?
2. What are the resources of an organization?
3. Define the sociocultural environment.
4. Name the four stages of globalization.
5. Define sustainability.
6. Define goal.
7. What is contingency planning?
8. Expand CRM and SCM
9. What are the four approaches of leadership for today's turbulent times?
10. Define emotional intelligence.

Part B

(8Q x 5 M= 40 Marks)

11. Describe the management functions.
12. How do you think that the task environment is important for an organization?
13. How do companies practice corporate social responsibility?
14. What are the factors an organization has to consider when going global?
15. Compare the four levels of goals and plans.
16. Do you think that Maslow's need hierarchy explains the motivational level of employees?

17. What are the six steps in the managerial decision making process?

18. Is "360-degree performance appraisal" important in today's corporate world?

Part C

40 Marks

19. Describe the Boston Consulting Group matrix, including its dimensions, quadrants, and strategic recommendations. Illustrate with example pertaining to Maruti Suzuki India Ltd. **15 marks**

20. How does the general environment affect the globalization prospects of company? **10 marks**

21. The Marketing manager of AMK Enterprises, Roopali Deshmukh (Deshmukh) stepped out of the conference hall in a pensive mood after an important meeting called by the CEO. The meeting was attended by the heads of various departments in the company and was convened to discuss the targets for the coming assessment year. Deshmukh had a formidable sales target to achieve and wondered how she would be able to meet those seemingly impossible goals. This fear was further aggravated by the fact that the productivity levels of employees in the company had been falling. Deshmukh was under tremendous pressure from the management to improve the performance of her team. She also had to deal with the decreasing levels of employees' morale in her 24-member team. As a first step, Deshmukh informed her team members about a meeting that she planned to hold the next day. She then drafted a plan of action that she intended to discuss with her team. The next day, Deshmukh began the meeting by informing her team members about the corporate meeting she had attended. She then said, "We have a difficult task ahead for this year, and your participation and involvement is essential to achieve the goals". She then invited suggestions from her team members regarding the role to be played by each of them. The meeting then progressed on to setting of individual targets for by each team member as, it was felt that this would help in accomplishing the organizational goals. Specific goals were, therefore, set and agreed upon by all the team members. The team aimed to increase the organizational profits by 18% over the next six months. They sketched out a plan of action to achieve the targets set for the team and decided that they would meet once every two months to monitor their progress. Two months later, the team met again and received their progress. Deshmukh also gave a feedback on the performance of every member of the team. The team then collectively identified the areas of improvement and decided upon the measures they would take to overcome their deficiencies. This continued for the rest of the year. The final review meeting was held just before the yearly corporate meeting attended by the top management. The team was surprised to see that they had achieved their targets. Thus, effective planning and control mechanisms helped the team achieve their short term goals, and this in turn, helped in the achievement of the organizational objectives. Besides, the employees were also motivated as the management gave adequate recognition to their involvement and participation in achieving team goals. The target to be achieved by the team was highly challenging. This further motivated the team members as they had better opportunities to prove their problems solving skills. Thus, the outstanding performance of the sales team helped the organization achieve in the long term. **15 marks**

Questions:

- a. Roopali Deshmukh followed the practice of management by objectives (MBO) while setting goals for team members. Discuss the various phases of the MBO process that helped her team achieve its goals.
- b. Explain briefly the process of MBO and the various advantages of implementing MBO in organizations.



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 80

Max Time: 120 Mins

Weightage: 20 %

Set A

MID TERM EXAMINATION

I Semester 2016-2017

MBA A 101: Management 360

27 October 2016

Instructions:

- i. Answer to the point

Part A

(10 Q x 2 M= 20 Marks)

1. Define management
2. Name two designations of top managers in MNC
3. Mention the three vertical levels of managers in an organization.
4. What are the three management skills?
5. What are the three roles of manager?
6. What is efficiency?
7. What is planning?
8. What are the three interpersonal roles of manager?
9. Expand CRM and SCM
10. Who developed Gantt Chart and for what purpose?

Part B

(6 Q x 5 M= 30 Marks)

1. Describe conceptual, human, and technical skills and their relevance for managers.
2. Discuss the turbulent forces that require a new workplace and the innovative management competencies needed to deal with today's environment
3. Explain the difference between efficiency and effectiveness and their importance for organizational performance
4. What are the functions of top managers?
5. Explain the quantitative perspective of management.
6. What are the elements of TQM

Part C

(3Q x 10 M= 30 Marks)

1. Define ten roles that managers perform in organizations
2. A management professor once said that for successful management, studying the present was most important, studying the past was next, and studying the future was least important. Do you agree? Why?
3. Why do you think humanistic perspective in management tended to be popular with business people of the 19th century, but were ignored by management scholars of that time? Why is it gaining importance in today's business world?