

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JUN 2023**

**Semester :** Semester IV - 2021

**Course Code :** MBA2017

**Course Name :** Sem IV - MBA2017 - Principles of Management

**Program :** BAJ

**Date :** 19-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(15 X 2 = 30M)**

1. What are the elements of controlling functions? (CO2) [Knowledge]
2. Define the skill that the managers understand the nature of the job and people under him have to perform. have to perform (CO2) [Knowledge]
3. Which management function involves leading and motivating? (CO1) [Knowledge]
4. Define Division of work. (CO2) [Knowledge]
5. Difference between simple and complex decisions. (CO3) [Knowledge]
6. How do you define when HR supply = HR demand? (CO4) [Knowledge]
7. Differentiate between job description and job specification. (CO4) [Knowledge]
8. Explain about the process of acclimatizing a new employee to the new social setting of his work. (CO4) [Knowledge]
9. Define about the meaning of staff. (CO3) [Knowledge]
10. Explain about recruitment. (CO4) [Knowledge]
11. "Everything that goes to increase the importance of the subordinate role" Define this statement. (CO4) [Knowledge]
12. "If the manager required his subordinate to perform the work, he must entrust him with part of the rights and power" Explain. (CO2) [Knowledge]

13. A small machine shop grows in size, its owner has to choose either adding extra shifts or renting two more shops. Explain this example of which departmentalized by purpose. (CO3) [Knowledge]
14. List out the five functions of management (CO1) [Knowledge]
15. Write about teams. (CO3) [Knowledge]

### PART B

#### ANSWER ALL THE QUESTIONS

(8 X 5 = 40M)

16. You have been asked to organize the recruitment and selection of the office staff for a new branch office. Identify the possible sources of manpower supply. (CO1) [Comprehension]
17. Discuss about the three principal forms of organizational charts with examples. (CO3) [Comprehension]
18. Differentiate between centralization and decentralization. (CO4) [Comprehension]
19. Discuss about nature, importance and steps in planning. (CO2) [Comprehension]
20. Define authority. Differentiate between authority and power. (CO4) [Comprehension]
21. Define Management. What are the principles of management? (CO1) [Comprehension]
22. Explain about  
 a. Vision  
 b. Mission  
 c. Objectives  
 d. Strategies  
 e. Policies (CO2) [Comprehension]
23. Identify whether "management is a profession". How do you differentiate it from family management? (CO3) [Comprehension]

### PART C

#### ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

24. Hari Mohan has a position on the corporate planning staff of a large company in a high technology industry. Although he has spent most of his time on long-range, strategic planning for the company, he has been appointed to a task force to reorganize the company. The president and the board of directors are concerned that they are losing their competitive position in the industry because of an outdated organization structure. Being a planning expert Hari Mohan convinced the task force that they should proceed by first determining exactly what type of structure have now, then determining what type of environment the company faces now and in the future, and then designing the organization structure accordingly. In the first phase, they discovered that the organization is currently structured along classic bureaucratic lines. In the second phase, they found that they are competing in a highly dynamic, rapidly growing, and uncertain environment which required a great deal of flexibility and response to change.
- Identify the type of organization you feel to recommend to Hari Mohan.
  - Discuss whether you think Hari Mohan was correct in his suggestion of the task force proceeded.
- (CO2,CO4) [Application]
25. Identify the five ways in which work can be departmentalized by purpose with their advantages and disadvantages with a diagrammatical representation. (CO1,CO3) [Application]