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10MBA11

First Semester MBA Degree Examination, June 2012

Management and Behavioral Process

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. What do you understand by levels of management? (03 Marks)
b. State the key personal characteristics for managerial success. (07 Marks)
c. Discuss in detail Hawthorne experiments and its implications. (10 Marks)
- 2 a. What do you mean by social responsibility of management? (03 Marks)
b. What are the advantages and limitations of planning? (07 Marks)
c. Explain the planning premises. Why it is the most significant step in planning process? (10 Marks)
- 3 a. Distinguish between programmed and non-programmed decisions. (03 Marks)
b. What are the steps involved in decision making process? (07 Marks)
c. Discuss the various types of organization structure which are quite popular in the today's business world. (10 Marks)
- 4 a. What do you mean by feedback control? (03 Marks)
b. Briefly explain Rensis Likert's four system of management. (07 Marks)
c. Describe in detail the various types of organizational rewards. (10 Marks)
- 5 a. Distinguish between perception and sensation. (03 Marks)
b. What are the determinants of personality? (07 Marks)
c. Explain the perceptual errors and distortions of attribution. How do you overcome them? (10 Marks)
- 6 a. State components of attitudes. (03 Marks)
b. What are the sources of values? (07 Marks)
c. Briefly explain theories of learning. (10 Marks)
- 7 a. How work team is different from work group? (03 Marks)
b. Explain in brief the approaches to stress management. (07 Marks)
c. Discuss the factors influencing on individual behavior. (10 Marks)

8 Case Study:**“LINE-STAFF RELATIONSHIP”**

Mr. Rajesh joined Polar Products manufacturing company as market planning and research manager. There he found that Polar did not have a “marketing information system” that could track historical business trends. On questioning the sales manager argued and insisted that there is no need of it because they know their territories well and we are doing better work than the average job in meeting their sales targets.

Then Mr. Rajesh submitted this proposal before the director of marketing and information systems to “track sales quotations” of all sales managers. Director of marketing approved this proposal on the ground that this will assist him greatly in keeping the president apprised of the sales trends. So, he directed to Mr. Rajesh to develop and implement the “quotation tracking system”.

Mr. Rajesh framed and developed a form to collect information for each quotation submitted by the sales manager to their clients. He requested further that the sales manager should report only those quotations that had better than 50% of chance of being real business. Mr. Rajesh called a meeting of all sales managers to explain the system, its need and its advantages. In the meeting the sales manager argued that this is an additional burden on them and the paper work would take more time from generating sales leads, but they would try to do it.

Nearly, one month passed Mr. Rajesh got report from one manager out of eight sales managers. In the meantime Mr. Rajesh received an urgent letter from the director of marketing that he has received a summary report of all outstanding quotations for a critical top management meeting schedule to talk place in a week. The entire line-staff prepared and submitted the necessary and requisite information required.

Questions :

- a. What were the reasons of Mr. Rajesh to collect information on quotation tracking system?
- b. Why Mr. Rajesh did not receive majority inputs for the quotation tracking system?
- c. How he should proceed in the matter in order to get co-operation from sales managers?
- d. What he should do in order to respond to the director of marketing regarding his letter?

(20 Marks)

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