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First Semester MBA Degree Examination, June/July 2014
Managing Organization

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE full questions from Q1 to Q6.
2. Question Q 7 and Q8 are compulsory.

1.
 - a. What are the four fundamental elements of planning? (03 Marks)
 - b. What skills and competencies do successful managers possess? (07 Marks)
 - c. Explain the various challenges and opportunities for organizational behavior in management perspective. (10 Marks)
2.
 - a. Define management as a profession. (03 Marks)
 - b. Explain briefly the various concepts or elements in organizing. (07 Marks)
 - c. Discuss Henry Fayol's Fourteen principles of management. (10 Marks)
3.
 - a. What is emotional intelligence? (03 Marks)
 - b. What are the characteristics of effective control? Give a brief explanation. (07 Marks)
 - c. What is MBO? Describe the basic steps in the MBO process. (Management by objectives). (10 Marks)
4.
 - a. Discuss the big five models of personality traits. (05 Marks)
 - b. Give a brief description about the components of attitude. (05 Marks)
 - c. Define the following : i) Stereo typing ii) Halo effect iii) Contrast effect iv) Projection. (10 Marks)
5.
 - a. Write a brief note on transactional and transformational and visionary leadership style. (05 Marks)
 - b. What are the causes and consequences of stress in organizational behaviour? (05 Marks)
 - c. Explain managerial Grid – by Blake and Mouton. (10 Marks)
6.
 - a. What are the causes for conflict? Explain the relationship between performance and conflict. (10 Marks)
 - b. What is power and authority? Discuss the various classification of powers. (10 Marks)
7.
 - a. Compare and contrast the leadership style of Dhirubhai Ambani and Ratan Tata. (05 Marks)
 - b. In S.S.G technologies Mr. Janet is playing a crucial role. Due to recession so many employees had been served pink slip in that company. So Janet is also disturbed and this reflected in his performance. As a manager how you will motivate him to improve his performance? (05 Marks)
 - c. Mr. George and Mr. Smith have applied for senior manager post in your office. Mr. George is having thorough technical skill but poor in inter personal skill Mr. Smith is good in inter personal skill but poor in technical skill. Whom you will select for senior manager's post? Why? (05 Marks)
 - d. Mr. Mohan wants to start a service firm. What kind of plan tactical or operational –should an organization develop first? Why? (05 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY :

Sudhakar was the president of Miraj pharma since its inception from 1980. Initially starting as a marketing organization he expanded his business by adding manufacturing units. He has three sons and daughter. His sons joined him as vice-presidents of the company after 1992. His daughter looks after systems in the head office. All his family members are on the board and they made all key decisions. The sales turn over in the last financial year was Rs. 12 crores and man power of 600. The marketing network was covering almost the entire country with divisional offices in all metros and also in Hyderabad. The marketing strategy was based on the review of the market through brain storming session. He achieved 100% annual growth for quite a few years. Encouraged by the results, he started four more units in 1995. As suggested by his family he added 10 more products to the product line. Sudhakar was taken aback when the firm met during 1998 – 2000. It came as shock to him. He went in for a market survey to find out why a few of his new products were not doing well. He restricted the market territories for such products and even stopped manufacturing some of them. His strategy worked. He is planning to enter the market in U.A.E with three production units.

Questions :

- a. Explain the managerial qualities of Sudhakar. (05 Marks)
- b. How his personal qualities helped him in business? (05 Marks)
- c. What led to heavy losses in 1998 – 2000? (05 Marks)
- d. Does this case reveal about the vision of Sudhakar? (05 Marks)

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