

CBCS SCHEME

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22MBA11

First Semester MBA Degree Examination, Dec.2023/Jan.2024

Principles of Management and Organizational Behaviour

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.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Mention the recent trends in Management.	03	L1	CO1
	b.	Briefly explain the functions of Management.	07	L2	CO2
	c.	Evaluate three implications of Maslow's Need Hierarchy Theory for Managers.	10	L3	CO3
Q.2	a.	Define controlling. Mention the types of controlling.	03	L1	CO1
	b.	Briefly explain the types of Span of Control.	07	L2	CO2
	c.	Analyze the importance of each step involved in Planning process.	10	L4	CO4
Q.3	a.	Differentiate between Instrumental and Terminal values.	03	L1	CO1
	b.	Briefly explain the contemporary challenges with respect to OB.	07	L2	CO2
	c.	Explain any 2 types of organization structures.	10	L3	CO3
Q.4	a.	Define Unity of Command.	03	L1	CO1
	b.	Explain the components of Attitude.	07	L2	CO2
	c.	Illustrate the significance of personality for managers referring to Big Five Personality model.	10	L4	CO4
Q.5	a.	Define Organizational Power.	03	L1	CO1
	b.	Elucidate the sources of organizational power.	07	L2	CO2
	c.	Elaborate the Internal and External environmental forces responsible for organizational change.	10	L5	CO3
Q.6	a.	What is transformational leadership?	03	L1	CO1
	b.	Briefly explain the model of Perceptual process.	07	L2	CO2
	c.	Briefly explain : (i) Appreciative Inquiry model. (ii) Parallel learning structures.	10	L4	CO3
Q.7	a.	Define Action Research Model.	03	L1	CO1
	b.	Define Organizational Culture. Explain the elements of culture.	07	L2	CO2
	c.	Illustrate the significance of Bruce Tuckman's stages of group formation.	10	L4	CO4

Q.8	<p>Case Study (Compulsory):</p> <p>An hypothetical company manufacturing appliances and goods like air conditioners, refrigerators, microwave ovens, washing machines is facing problems related to low performance. The company revenues are declining. The profits and market share also reducing. The production team points out the marketing for decline and not meeting the sales targets. The marketing blames production department for producing low quality products with complaints on quality by the customers. The finance department blames both production and marketing for declining return on investment and bad marketing.</p> <p><u>Questions :</u></p>			
a.	Analyze the performance gaps and suggest an appropriate organization structure to improve the performance of the firm, with the help of a flow chart.	10	L4	CO4
b.	Compile suitable recommendations/alternatives to enhance the performance of all the functional groups. Evaluate and select the best in terms of feasibility.	10	L5	CO4
