

But the company was having problems, and of late uncertainty and confusion grew in the company. New people were making decisions to the best of their ability but many of them did not fit altogether. One of Mr. Ramesh's key associates suggested that the company ought to have better planning and certainly needed clear policies to guide decision making, but Mr. Ramesh was unimpressed. His response was that if he took time off to plan and develop policies today, he might not have a company tomorrow, and that he had no choice but to spend his time in meeting today's problems as they came up.

- (a) If you were one of the new managers in the company and had taken a course in the basics of management, what would you say to Mr. Ramesh?
- (b) Outline exactly how you would show him that planning and policy making are important to the company if it has to grow effectively.

Register Number :

Name of the Candidate :

**6 4 1 1**

**M.B.A. ( Industry Integrated )  
DEGREE EXAMINATION, 2012**

( FIRST YEAR )

( PAPER - I )

**110. PRINCIPLES OF MANAGEMENT**

May ]

[ Time : 3 Hours

Maximum : 75 Marks

**SECTION – A** ( 5 × 3 = 15 )

*Answer any FIVE questions.*

*ALL questions carry equal marks.*

1. *Write short notes on :*

- (a) Management by Objectives (MBO).
- (b) Alderfer's ERG Theory.
- (c) Types of interdependence.
- (d) Stress Management.

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- (e) Management Games.  
 (f) Ethics and Social Responsibility of Management.  
 (g) Strategic Management Process.  
 (h) Knowledge Management.
- SECTION – B** ( 3 × 10 = 30)
- Answer any THREE questions.  
 ALL questions carry equal marks.*
2. Define Organization. Bring out various organization theories.
  3. What is motivation? Bring out theories of motivation.
  4. Define Decision Making. Bring out process of decision making.
  5. What is Co-ordination? Elaborate on the principles of co-ordination.
  6. Bring out various work place concerns and issues.

- SECTION – C** ( 1 × 15 = 15)
- Answer any ONE question.*
7. Elucidate types of organization.
  8. Describe Indian Ethos and the Gandhian Thought on Management.
  9. Bring out various techniques to improve creativity.
- SECTION – D** ( 1 × 15 = 15)
- (Compulsory)*

10. *Case Study :*

**RAMESH PUBLISHING COMPANY**

Mr.Ramresh was the founder of the publishing company specializing in accounting books. Within a short span of time, the company prospered and grew very fast. Its sales rose from ₹ 60,000 the first year to ₹ 6 lakhs three years later. The editing, production and sales staff grew almost as fast.

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