

1. If you are a leader for each strata at some point of time, which style will you follow ? Why ?
2. What are the suggestions you would make to the present leaders ?
3. What will be your reaction if you are a worker in the three present strata, at a point of time but under the present strata ?

Register Number : \_\_\_\_\_  
Name of the Candidate : \_\_\_\_\_

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**M.B.A. (Marketing Management)**  
**DEGREE EXAMINATION, 2011**  
(FIRST YEAR)  
( PAPER - I )  
**110. PRINCIPLES OF MANAGEMENT**

*[Common with M.B.A.(Financial Management)]*

May ] [ Time : 3 Hours

Maximum : 75 Marks

**PART - A** ( 5 × 3=15)

*Answer any FIVE questions.*

*All questions carry equal marks.*

1. What, according to Elton Mayo, is management ?
2. Is management a profession ? How ?
3. Name any three types of policies.
4. State any six benefits of a sound organisation structure.

**Turn Over**

5. Explain charismatic authority.
6. Discuss the features of autocratic leadership style.
7. What is pooled interdependence ?
8. What is efficiency and effectiveness ?

**PART - B** ( 3×10=30)

*Answer any THREE questions.*

*All questions carry equal marks.*

9. Operational planning Vs strategic planning.
10. Bring out the importance of policies with appropriate examples.
11. Write on Centralisation of authority Vs decentralisation of authority.
12. Critically evaluate Maslow's theory of motivation.
13. Of the different approaches available for decision making, which one do you prefer ? Why ?
14. Bring out the in and out of "management by exception."

**PART - C** ( 1×15 = 15)

*Answer any ONE question.*

15. What is planning ? Explain the steps in planning.  
How is operational planning different from strategic planning ?
16. "A small error in staffing may sink even a very big organisation." - Discuss.
17. Critically evaluate any three motivational theories.

**PART - D** (1×15=15)

*(Compulsory)*

18. XYZ Ltd. has 300 workers in one strata 100 in another strata and 25 in yet another strata. Each strata has an in-charge. The leader of the first strata adopts mostly democratic leadership style and has very little problems. The second strata leader follows autocratic style of leadership and does not face any problem. The third strata leader has been trying to follow lessing affair style of leadership and confronts with many problems.

**Turn Over**