

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

COURSE CODE: 19AF/MC/MP13

B.COM DEGREE EXAMINATION – NOVEMBER 2021

COMMERCE – SHIFT II

FIRST SEMESTER

COURSE : MAJOR – CORE

PAPER : MANAGEMENT PRINCIPLES AND APPLICATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all the questions:

(7 x 4 = 28)

1. State the essential features of Taylor's scientific management.
2. Write a note on PERT.
3. How can planning be classified on the basis of time period?
4. What do you mean by organizational chart?
5. "Communication is a means of coordination". Comment.
6. Which type of leadership would you prefer and why?
7. Write a note on BCG Matrix with an example of Indian company.

SECTION – B

Answer any TWO questions:

(2 x 16 = 32)

8. (a) "Human's relations approach weakens the role of management in achieving organizational goals" Do you agree? Justify your answer.
(b) what is the contribution of Henri Fayol to management thought?
9. (a) "Decision – making is very important for Management." Comment.
(b) Explain "SWOT" Analysis.
10. How does span of control influence organization structure? Explain with appropriate illustrations.

SECTION – C

Answer any ONE question:

(1 x 40 = 40)

11. A. fill the blanks and justify your answer (10 marks)

- (a) The controlling function is performed in _____
- (b) _____ involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.
- (c) _____ function of management not only helps in keeping a track on the progress of activities but also ensures that activities conform to standards.
- (d) The function of controlling is performed by _____.

(e) _____ is a network technique using only one time factor per activity that enables managers to schedule, monitor, and control large and complex projects.

B. Why Organization needs to be controlled? (10 marks)

C. Case study: Savita has been assigned the job of quantity controller. She knows this is a tough job but she also realises the importance of it. Her daily routine is to send alarm to the manufacturing department about the deviations in the number of units produced so that the target of the day could be achieved. This helps the whole department to focus towards its main plan of action. However, one day she realises that the number of units which are to be produced is 500 which is very high and creates chaos at the shop floor. She discusses it with the management and the target is reduced to 450. This has helped the manufacturing department in maintaining quality of the work done. There are 10 workers at the shop floor where Savita does inspection. She divided the task into 45 units for each worker so that by the end of the day the target of the department is completed.

1. Which benefits of controlling have been highlighted in the above case? (10 marks)
2. Name one department where controlling should be applied in a proper coordination and why? (10 marks)

12. **A. fill the blanks and justify your answer (10 marks)**

- (a) _____ is the process of introducing the selected employee to other employees and familiarizing him with the rules and policies of the organization.
- (b) _____ is a process of searching for prospective employees and stimulating them to apply for jobs
- (c) _____ can be defined as process of choosing the right person for the right job.
- (d) Job rotation is a _____ source of recruitment.
- (e) _____ is a selection test which judges the emotional ability.

B. Explain the Maslow motivation theory. (10 marks)

C. Case study: Assume you are the managing leader of Sales and Marketing for a large insurance company. Once a year your company rewards and recognizes the top 100 sales agents by taking them to a luxury resort for a four-day conference. Business presentation meetings are held during the morning. Afternoons are free time. Agents and spouses can choose from an assortment of activities including golf, tennis, boating, fishing, shopping, swimming, etc. On day 2 at 3:00 p.m., you are at the gym working out on the treadmill, when you see Sue your administrative assistant rushing towards you. She says, "I need to talk to you immediately." You get off the treadmill and say, "What's up?" Sue states, "We've had a tragedy. Several agents went boating and swimming at the lake. Randy, our agent from California died while swimming." (Background information – Randy is 28 years old. His wife did not come on the trip. She is home in California with their three children).

1. What are some "guiding principles" that leaders need to follow in a crisis situation? (10 marks)
2. What is the importance of conference meeting? As a manager, will you continue the conference meeting in this situation? (10 marks)
