

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B.Com. DEGREE EXAMINATION, NOVEMBER 2023
ACCOUNTING AND FINANCE
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : MANAGEMENT PRINCIPLES AND APPLICATIONS
SUBJECT CODE: 23AF/MC/MP13
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A (5 x 2 = 10 marks)			
Q. No.	Answer all questions in not exceeding 50 words:	CO	KL
1.	Define Management.	1	1
2.	What is decision making?	1	1
3.	State the meaning of organization structure.	1	1
4.	List out the internal sources of recruitment.	1	1
5.	Bring out the importance of budgetary control.	1	1
SECTION B (4 x 5 = 20 marks)			
Q. No.	Answer any four questions in not exceeding 150 words:	CO	KL
6.	What are the functions of management?	1	2
7.	Describe the types of decision making.	1	2
8.	Discuss the terms of span of control, delegation and decentralization.	1	2
9.	Explain the process of communication.	1	2
10.	Explain the meaning and importance of Control.	1	2
11.	Explain the concept of trait theory of leadership.	1	2
SECTION C (4 x 10 = 40 marks)			
Q. No.	Answer the following in not exceeding 500 words:	CO	KL
12.	a. Is Management science or an art? - Explain. (Or) b. Elaborate on the different process of planning.	2	3
13.	a. Elucidate the significance of organization structure and chart it. (Or) b. Highlight the Herzberg two factor theory of motivation	2	3
14.	a. Explain the Likert behavioral theory of motivation. (Or) b. Enumerate the process of control mechanism.	3	4
15.	a. Discuss the various control Techniques. (Or) b. Examine the contribution of FW Taylor to the Scientific Management.	3	4
SECTION D (1 x 15 = 15 marks)			
Q. No.	Answer the following in not exceeding 1000 words:	CO	KL
16.	a. Describe the challenges managers are facing in the global scenario. (Or) b. Explain the various styles of leadership	4	5

Q. No.	SECTION E Case study (Compulsory) (15 marks)	CO	KL
17.	<p>ABC Manufacturing, a well-established player in the industrial sector, noticed a decline in employee motivation and engagement over the past year. This decline was reflected in decreased productivity, rising absenteeism, and a noticeable increase in turnover rates. Recognizing the urgency of the situation, the company conducted an in-depth analysis to identify the root causes of the motivational challenges.</p> <p>The company conducted surveys, interviews, and focus group discussions to identify the factors contributing to low motivation. Several issues were identified, including lack of recognition, insufficient training opportunities, unclear career growth paths, and inadequate work-life balance.</p> <p>ABC Manufacturing took proactive steps to address these challenges and enhance employee motivation:</p> <ul style="list-style-type: none"> • The company implemented an employee recognition program that acknowledged outstanding performance through monthly awards and public recognition during team meetings. Monetary rewards and non-monetary incentives were introduced to celebrate achievements and boost morale. • Comprehensive training programs were introduced to enhance employees' skills and competencies. Regular workshops, seminars, and skill development sessions were conducted, allowing employees to acquire new skills and stay updated with industry trends. • Clear career pathways were defined, outlining opportunities for growth within the organization. Development plans and mentorship programs were initiated, enabling employees to set goals, track progress, and plan their career trajectories within the company. • To address concerns related to work-life balance, ABC Manufacturing introduced flexible work schedules and telecommuting options. Employee wellness programs, including yoga sessions and stress management workshops, were organized to promote a healthy work-life balance. • Transparent communication channels were established, allowing employees to voice their concerns and suggestions. Regular town hall meetings and open-door policies were implemented to foster a culture of open communication and trust. 	5	6

	<p>Questions:</p> <ul style="list-style-type: none">a. Discuss the identified challenges and their potential impact on employee morale and productivity.b. Discuss the training and development initiatives introduced by the company. How do these programs align with employee skill enhancement and career growth?c. Evaluate the impact of the implemented motivational strategies on employee motivation, productivity, and retention rates. Provide specific data or examples to support your analysis		
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