

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

B.Com. DEGREE: EXAMINATION, NOVEMBER 2024
ACCOUNTING AND FINANCE
FIRST SEMESTER

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

Q. No.	SECTION A Answer all the questions:	(5 x 2 = 10)	CO	KL
1.	List the functions of management.		1	K1
2.	Expand PESTLE.		1	K1
3.	State the types of organization.		1	K1
4.	Identify the different styles of leadership.		1	K1
5.	What is MIS?		1	K1
Q. No.	SECTION B Answer any four questions:	(4 x 5 = 20)	CO	KL
6.	Summarize whether management is science or art.		1	K 2
7.	Interpret the types of planning.		1	K 2
8.	Represent the structure of an organization.		1	K 2
9.	Describe the process of communication.		1	K 2
10.	Explain the term departmentation.		1	K 2
11.	Trace the importance of control.		1	K 2
Q. No.	SECTION C Answer the following questions:	(4 x 10 = 40)	CO	KL
12.	A) Illustrate the features of classical approach. OR B) Sketch the process of organizing.		2	K3
13.	A) Interpret the types of recruitment with examples. OR B) Examine the process of control mechanism.		2	K3
14.	A) Explain the principles of Henry Fayol. OR B) Classify the qualitative and quantitative techniques in decision making.		3	K4
15.	A) Explain the BCG Matrix. OR B) Analyze how people are motivated to fulfill their needs with the need hierarchy theory.		3	K4
Q. No.	SECTION D Answer the following question:	(1 x 15 = 15)	CO	KL
16.	A) Evaluate the trends and challenges of management in global scenario. OR B) Assess the process of selection.		4	K5

Q. No.	SECTION E (1 x 15 = 15) Case study	CO	KL
17.	<p>Starbucks, the world's largest coffeehouse chain, faced the challenge of maintaining its growth momentum while expanding into international markets. The company needed to adapt its business model to diverse cultural and economic environments.</p> <p>The challenges faced by Starbucks aimed to replicate its success in the U.S. across various global markets. However, differences in consumer preferences, local competition, and economic conditions posed significant challenges.</p> <p>Starbucks implemented a multi-faceted strategy to address these challenges.</p> <p>Market Research: Conducted extensive market research to understand local tastes and preferences.</p> <p>Product Adaptation: Customized its menu to include local flavours and products. For example, in China, Starbucks introduced beverages like Green Tea Frappuccino.</p> <p>Partnerships: Formed strategic alliances with local partners to navigate regulatory environments and leverage local expertise.</p> <p>Store Formats: Adapted store formats to suit local cultures, such as smaller, more intimate settings in Japan.</p> <p>Brand Positioning: Maintained its premium brand image while offering affordable options to attract a broader customer base.</p> <p>Starbucks' strategic approach led to successful market entries and growth in several countries:</p> <ul style="list-style-type: none"> • China became one of Starbucks' largest markets with over 5,000 stores. • Japan achieved strong brand recognition and customer loyalty. • India formed a joint venture with Tata Global Beverages, leading to rapid expansion and market penetration. <p>Answer the following questions:</p> <ol style="list-style-type: none"> 1. What were the key challenges Starbucks faced in its global expansion? 2. How did Starbucks adapt its product offerings to suit local markets? 3. What role did partnerships play in Starbucks' international strategy? 4. How did Starbucks maintain its brand identity while expanding globally? 5. What lessons can other companies learn from Starbucks global expansion strategy? 	5	K6