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Reg. No. _____

Name _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST SEMESTER MCA DEGREE EXAMINATION, JULY 2017

Course Code: RLMCA107

Course Name: PRINCIPLES OF MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer All Questions. Each question carries 3 marks.

1. Explain any three resources used by managers in organizations. Explain with an example for each.
2. Explain how Taylor came to be known as the “father” of scientific management.
3. How does planning help in offsetting uncertainty in a dynamic environment? Explain with an example.
4. Differentiate the terms ‘line’ and ‘staff’ used in the context of organizations using examples.
5. Explain the 360 degree feedback method of performance appraisal with an example.
6. Discuss the importance of job rotation as a method of training and development.
7. Explain the control process as a feedback system with an example.
8. Explain the terms ‘need’, ‘want’ and ‘desire’ from a marketing point of view with examples.

PART B

Answer any one question from each module. Each question carries 6 marks.

MODULE I

9. Describe the characteristics of the different levels of management with suitable examples.

OR

10. Explain the following four managerial roles with an example for each:

(a) Figurehead	1.5
(b) Liaison	1.5
(c) Entrepreneur	1.5
(d) Disturbance handler	1.5

MODULE II

11. Explain the following six principles of management proposed by Fayol with an example for each:

(a) Division of work	1
(b) Authority	1
(c) Discipline	1
(d) Remuneration	1

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(e) Equity

1

(f) Unity of direction

1

OR

- 12.** Describe the series of experiments conducted from 1924-1932 called the Hawthorne experiments and discuss its findings.

MODULE III

- 13.** Explain the steps involved in the planning process.

OR

- 14.** Explain SWOT analysis with examples for Strengths, Weaknesses, Opportunities and Threats.

MODULE IV

- 15.** Explain the following types of organization structures –

(a) Functional Organization with a figure

2

(b) Matrix organization with a figure

2

(c) Virtual organization

2

OR

- 16.** How is an informal organization formed within a formal organization? How is it different from a formal organization?

MODULE V

- 17.** Explain the steps involved in the staffing process.

OR

- 18.** Describe the steps involved in the process of performance appraisal.

MODULE VI

- 19.** Describe the different stages of the Product Life Cycle (PLC) with the help of a figure.

OR

- 20.** Explain the following three Ps of service marketing mix with an example for each:

(a) People

2

(b) Process

2

(c) Physical evidence

2
