

all points, it did not want to create ill-will among departmental heads by pinpointing areas of inefficiency under them.

However, since the cat had to be belled sooner or later, it was decided to conduct a survey under which a team of officers was to visit each department to observe and record the nature and quantity of work done by each individual worker.

The management took considerable pains to emphasize that the idea behind the survey was not to identify and ease out people who were deemed to be dispensable. Rather, it was to create conditions under which each person could make his maximum contributions to the profitability of the undertaking. Still, the measure did create some discontent among employees.

Questions:

1. What, according to you, must have contributed to an increase in unproductive expenditure?
2. What steps would you recommend to ensure a cut in unproductive expenditure?

Register Number :

Name of the Candidate :

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M.B.A. DEGREE EXAMINATION, 2012

(E-BUSINESS)

(FIRST YEAR)

(PAPER - I)

110. MANAGEMENT CONCEPTS

December] [Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

Write short notes on:

1. Administration and Management.
2. Planning premises.
3. Policies and objectives.
4. Functional organization.

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5. Staffing process.
6. Qualities of a good leader.
7. Barriers to communication.
8. Budgetary control.

SECTION – B (3 × 15 = 45)

Answer any THREE questions.

ALL questions carry EQUAL marks.

9. Distinguish between pre-scientific and scientific management school.
10. “Organization structure refers to the differentiation and integration of activities, authority, roles, and relationships”. – Elucidate.
11. Explain the meaning of authority, responsibility and accountability. To what extent can these be delegated?
12. “Motivation is the core of management”. Discuss.

13. Discuss the concept of ‘bounded rationality’. What are the factors leading to bounded rationality?

SECTION – C (15)

(Compulsory)

14. *Case study:*

For quite some time, Vijay Potteries Ltd., gave the impression of having reached the end of their tether. If the profits earned by the company did not show a declining trend, neither did they show any upward swing. During the past 2 years, the company had broken no fresh ground, introduced no new designs and had concentrated its attention mainly on the old markets.

A major point of criticism against the working of the company, voiced at the shareholders’ meetings, was that there had been a noticeable increase in unproductive cost centres in the company. Not that the management was not aware of this. But while it favoured a cut in unproductive expenditure at

Turn Over