

Register Number :

Name of the Candidate :

**6 3 6 3**

**M.B.A. ( E-Business )  
DEGREE EXAMINATION, 2012**

( FIRST YEAR )

( PAPER - I )

**110. MANAGEMENT CONCEPTS**

May ]

[ Time : 3 Hours

Maximum : 75 Marks

**SECTION – A** (5 × 3 =15)

*Answer any FIVE questions.*

*ALL questions carry equal marks.*

1. What are the principles of scientific management?
2. Why strategic plans are made in the organization?
3. What are the advantages of the staff function?
4. What are the salient features of achievement motivation theory?

**Turn Over**

5. Why does noise arise in the process of communication?

6. Who is a charismatic authority?

7. What is procrastination?

8. Explain the functions of the effective supervisors in an organization?

### SECTION – B (3 × 15 = 45)

*Answer any THREE questions.*

*ALL questions carry equal marks.*

9. Explain the process of MBO. How the hierarchy of objectives is fixed?

10. Examine the benefits of the sound organizational structure.

11. Discuss the alternatives available for leaders in organizations.

12. Suggest the strategies to be adopted for maintaining effective communication.

13. Mention a few aspects covering and emphasizing the corporate social responsibility.

### SECTION – C (1 × 15 = 15)

*Answer the following question.*

14. The general manager of OPTEL, a medium-scale industry, received a complaint against a worker in the production department who was not only careless in his work, but often disobeyed the supervisor and challenged his authority. He was habitually late on duty, and did not like anyone questioning his behaviour. The union leaders criticized his behaviour when he was absent, and defended him in his presence. He had spent 15 years in the industry, and his past records showed that he was graded among the few good workers. This change in his behaviour and conduct was noticed particularly after the change of leadership in the union as well as the change of his immediate supervisor.

*Question for discussion.*

What action would you suggest to the General Manager?