

Date : 14.12.2013

Max. Marks :100

Time : 2.00 to 5.00 p.m.

Duration : 3 Hrs.

Instructions :

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 32 Marks**
 2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 16 marks. **Total : 48 Marks**
 3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**
 4. Please read the instructions given in the answer sheet
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PART A

(Each question carries 1 mark = Total 32 marks)

Q.1. Expand the following abbreviations

- a. MBO
- b. RDM
- c. MJD
- d. WPM
- e. WMCA
- f. TQC
- g. OD
- h. LQI

Q. 2. Match Col A and Col B

Col A

1. Theory of Needs
2. Dynamic Diamond
3. The world is flat
4. External Environment

Col B

- a. Porter
- b. Friedman
- c. Abraham Maslow
- d. Taylor

- | | |
|--------------------------|--------------------|
| 5. Father of Computer | e. 1948 |
| 6. Scientific Management | f. Charles Babbage |
| 7. Minimum Wages Act | g. 1974 |
| 8. Pollution Control Act | h. Society |

Q. 3. Fill in the blanks

- Decision making is at the _____ of the planning process.
- Policies and strategies must be _____ regularly
- Life Quality Indicator is a _____ indicator
- Trait theory identifies traits of a _____
- A congenial climate in the organization is needed for the _____
- Participation means sharing _____ making with lower ranks
- Collective bargaining is the evolution of _____
- Life Insurance is a _____ by which the insurer pays premium to the company.

Q. 4. True or False

- Scientific way of problem solving is Rational Decision Making.
- Management is a process of obtaining result by motivation
- Administration is Maintenance oriented.
- Technical skills are required maximum at lower limit.
- Decentralisation is not achieved through delegation
- Managerial Grid Model was developed by Robert Mouton and Jane Blake.
- Job Rotation is transferring an employee within the department from one job to another.
- Cross cultural ability enables a person to operate in the old environment.

PART B

Answer any 3 questions (16 x3 = 48 Marks)

- Q. 5. What is Management? What are its functions?
- Q. 6. Explain the impact of technology in modern management.
- Q. 7. What are the roles of effective communications in management?
- Q. 8. What are the issues between the organization and individuals in management process?

Q. 9. Write short notes on any 4 of the following.

- a. Goals of Management
- b. Corporate Social Responsibility.
- c. Elements of Directing
- d. Hazardous process
- e. Induction and Training

PART C

Q. 10. **Case Study (Compulsory)**

20 Marks

Raman is the Sales Manager of a reputed Corporation. He has 25 employees in his Department, and all are paid commission for their sales in their territories. For the past three years, the market for the company's goods has been steadily growing and the majority of Raman's staff have met this growth with increased sales. However, one employee in particular, Krishnan has not kept up with the pace.

Krishnan has been with this Corporation for over 20 years and is now 56 years old. Krishnan is a friendly man and is liked by his peers and those to whom he sells the company's products on a regular basis. The company has always considered Krishnan dependable and loyal. Through the years Krishnan has been counted as an asset to the company, but at the age of 56 he has gone into a state of semi-retirement. Krishnan's sales have not increased as the others have and he does not have the determination to acquire a significant increase in sales.

Raman wishes to change this situation. He wants to motivate Krishnan into increasing his sales to match that of his younger peers. To accomplish this, Krishnan must begin to do more than put in his time, but Raman is not sure how to go about trying to motivate him. Unlike the majority of the new employees Krishnan is an old man, who within a few years will reach the age of retirement. If you were Raman what would you do?

Questions

1. Would you threaten to fire him?
2. Would you increase his commission?
3. Would you increase the retirement benefits for Krishnan rather than offer him the increased commission rate?
4. Would you offer him more status by way of a new title or a new company car or place his table in a better position in the office?
5. Is there some way in terms of appraisals and rewards with which you can motivate Krishnan?
