

MBCP 1001

M.B.A. DEGREE EXAMINATION, JUNE 2024.

First Semester

Common Paper

MANAGEMENT CONCEPTS

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Interpret the Functions of Management.
2. Describe the Levels in Management.
3. Show the Characteristics of a Sound Plan.
4. Infer the Scope of Management by Objectives.
5. Examine the Impact of Technology on Organizational Design.
6. Explain the Process of Communication.
7. Discuss the Elements of Entrepreneurial Management.
8. Outline the Benefits of Benchmarking.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions

9. Discuss about the Social Responsibilities of a Business.
10. Describe the Process and Functions of Staffing.
11. Assess the different Techniques of Decision making.
12. Illustrate the relationship between Line and Staff Authority with a neat Diagram.
13. Elucidate the Barriers of Business Communication.
14. Discuss the Emerging Trends in Corporate Structure.
15. Appraise the Determinants of Organizational Creativity.
16. Compile the Best Management Practices across the World.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory
- Suresh works in a bulb manufacturing company. Each bulb which is manufactured is of standard size and quality. Further if there is any unrequired type of bulb manufactured then its production is stopped. Last month when the company came to know that 10 watt bulbs were no more liked by customers, their production was stopped. He works in the purchase department. His job is to purchase the filaments required to make bulbs. This time when he purchases the filament he gets the instruction from the seller that some special care needs to be taken in the first hour of fixing the filaments inside the bulb. Suresh knows this information should be given immediately to the production department before the assembling process starts. However he finds that his company's policies only allow him to give the message to his immediate boss who will further pass this message to his boss. The passing of this message will continue till it reaches the desired person in the production department.

Questions:

- (a) Which technique of management is followed here? Also name the principle of management followed here by the company?
- (b) Which option is now available to Suresh since the company is not allowing him to interact with the concerned worker in the production department?