MBA 01 R

M.B.A. DEGREE EXAMINATION, JUNE 2013.
First Semester
Finance, Marketing, HRM, IB, R.M., Tourism
Paper I – MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR
(2012–2013 Batch onwards)

Time : Three hours  Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the nature of management.

2. Discuss the decision making process in detail.

3. Write a note on delegation of authority.

4. Define the term ‘Personality’? What are its determinants?

5. What is motivation? Discuss its types.

6. What is stress, eustress and distress?
the various functions of communication. Analyse this statement by bringing out transmission of message; it performs a number of functions. Communication is not a mere vehicle of attitude formation.

13. Define 'attitude'. Discuss the factors that affect commitment on this statement. Is key and information is guide to control. "Planning is a basic action is essence, delegation (b) Matrix Organization Structure

(a) Management by Objectives

10. Write short notes on the following:

9. Enumerate the steps in planning process.

8. Explain the concept of Management of Innovation

7. What is Group dynamics? Why is it important for understanding organizational behaviour?
Questions:

(i) How far do you agree with the procedure adopted by the task force?

(ii) Explain how the system and contingency approaches can contribute to the analysis of this case.

(iii) What type of organization design should the task force recommend? Explain its broad features.

14. How do people react to organizational change? Discuss the methods of overcoming resistance to organizational change.

15. Define the term ‘leadership’. Discuss any two theories of leadership.

16. Explain the concept of benchmarking? What are the different ways by which benchmarking can be done?

PART C — (1 x 20 = 20 marks)

17. Case Study - Compulsory

Read the following case carefully and answer the questions given at the end:

Mr. Suresh occupies No. 2 position in the Corporate Planning Department of multi-product company having a turnover of more than Rs. 900 crores and operating in a high technology (hi-tech) industry. For the last five years, Mr. Suresh has been associated with strategic planning of the company and recently he has been deputed to a task force to reorganize the company to cope up with the changing technology and environment.
difficult. Survival in the market would be made more
chance and if this is not done, the company's
structural design must be responsive to
The task force came to the conclusion that the
changes in technology and requirements of
customers and competition by MNCs. The
environment is fast changing and likely to be more uncertain because of least
environment. The environment in future is
the company is operating in a highly dynamic
currently structured along classical lines and
It was discovered that the company is
future challenges.
(c) Forecast the environmental changes in
the
environment.
(d) Design the organization structure to meet the
future and the type of technology to be used by
the company.
Present structure: Company faces now and the weaknesses of the
(b) Determine the type of environment the
company has at present.
(a) Determine exactly what type of structure the
members to adopt the following procedure:
who is an expert in planning convinced the other
At the first meeting of the task force, Mr. Suresh
reorganization. set up a task force for the company's
Executive that the Board of Directors decided to
Executive was the outdated organization
company in the industry. The main reason cited by
about the falling competitive position of the
company, the members expressed their concern.
At the last meeting of the Board of Directors of the