MBAC 1001

PAPER I - MANAGEMENT CONCEPTS OF GENERAL MARKETING/PURCHASE/HRM/PM/TOURISM

First Semester

DECEMBER 2014/JANUARY 2016
M.B.A. DEGREE EXAMINATION

MBAC 1001


3. What is planning? Discuss its types.

4. Write a note on values and beliefs.

5. Discuss the significance of organisational structure.

6. Write a note on attitudes, values and beliefs.


8. List out the steps to be followed to make communication effective. Explain.

Questions:

(a) What type of control system would you suggest to the company to improve the production?

(b) Do you agree with the statement "The production department is not a separate department"? Reason out your stand.

(c) Critically evaluate the reasons for the resistance shown by the new workers.

(d) What are the core issues in the case?

(e) What is planning? Discuss its types.

PART A — (6 x 5 = 30 marks)

MAXIMUM: 100 marks

Time: Three hours

(2012-13 Batch onwards)

ORGANISATIONAL BEHAVIOUR

SECTION A

Discuss the difference between two cultures. Give examples of how the differences lead to conflict between managers and subordinates. How can managers prevent such conflicts? Explain.

Write a note on values and beliefs.

Discuss the significance of organisational structure.

Write a note on attitudes, values and beliefs.

Explain Abraham Maslow's theory of motivation.

List out the steps to be followed to make communication effective. Explain.
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. "Planning and controlling are like two sides of a coin, without one the other cannot be performed." Comment on this statement.

10. Write short notes on the following:
    (a) Management by objectives.
    (b) Decentralization.


12. What do you mean by learning? Discuss the elements which form the part of learning process.

13. Define the term Personality. Discuss the trait theory of personality in detail.

14. A good leader is not necessarily a good manager”. Discuss this statement and compare leadership with management.

15. What is Organizational Climate”? Discuss the features of a sound organizational climate.

16. Explain the concept and significance of organizational culture. How does it affect different aspects of organizational functioning?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study:

Please read the case and answer the questions given at the end.

ABC Mills Ltd. manufactures woollen clothes. Over the years, it has earned an enviable reputation in the market. People associate ABC Mills Ltd. with high quality woollen garments. Most of the existing employees have joined the company long back and are nearing retirement stage. The process of replacing these old employees with younger ones, drawn from the nearby areas, has already begun. Recently, the quality of the garments has deteriorated considerably. Though the company employs the best material that is available, the workmanship has gone down. Consequently, the company has lost its customers in the surrounding areas to a great extent. The company stands, in the eyes of general public, depreciated and devalued. The production manager, in a frantic bid to recover lost ground, held several meetings with his staff but all in vain. The problem of course, has its roots in the production department itself. The young workers have started resisting the bureaucratic rules and regulations vehemently.

The old workers, on the verge of retirement, say that conditions have changed considerably in recent years. In the days gone by, they say, they were guided by a process of self-control in place of bureaucratic control. Each worker did his work diligently and honestly under the old set-up. In an