



Register Number:
Date:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE -27
B.COM IFA I SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
BC IFA1219- PRICIPLES OF MANAGEMENT

TIME- 2 ½ HOURS

MAX. MARKS: 70

This paper contains Three printed page and four parts

SECTION A

Answer any five of the following questions. Each question carries two marks. (5x2=10)

- 1) Mention any four elements in the Maslow's hierarchy of needs.
- 2) H.Co makes a variety of unrelated products, including bicycles, furniture and electronics. It is aware that each of these products requires very different strategies and functions. H wishes to use a structure that will allow for each product to be managed separately, but wishes to minimise its overall administrative costs. Which of the following organisational structures would be most appropriate for H Co to adopt?
A Divisional
B Entrepreneurial
C Functional
D Matrix
- 3) A document containing skills and knowledge expected of staff occupying a certain position referred to as a:
A. Job description
B. Personal specification
C. job evaluation
D. job analysis
- 4) State the objectives of appraisal.
- 5) What is meant by functional organization?
- 6) List the steps in decision making process.

SECTION B

Answer any three of the following questions. The question carries five marks.

(3x5=15)

- 7) i) Are the following statements true or false?
Statement
a) Tall organisations typically have narrow spans of control
b) A 'flat' organisation is one that has a short scalar chain.

ii) A manager in a business has discovered that several of his employees meet after work to socialise. Which of the following features would indicate that these employees are a group, rather than a team?

- a. They are committed to achieving a given objective
- b. They are made up of diverse individuals
- c. They have a sense of group identity
- d. Their focus is mainly social in nature, with no defined goal

iii) 'The absence of certain job features will reduce employee satisfaction. However, their presence will not result in positive motivation.' What term relating to motivation does this refer to?

- a. Maslow's primary needs
- b. Herzberg hygiene factors
- c. McGregor Theory X
- d. Herzberg theory of job design

iv) Which of the following learning styles is best adjusted to acquiring knowledge from group interaction and team work?

- a. Activist
- b. Reflectors
- c. Theories
- d. Pragmatist

v) Which of the following is NOT a usual purpose of annual performance appraisal?

- a. Deciding on remuneration levels for the coming period
- b. Decisions about whether to terminate an employee
- c. Identification of training and development needs
- d. Ensuring that work of particular merit is recognised

8) Explain the relationship between Accounting and R&D department.

9) Explain two classical theories of management.

10) Elaborate the process of selection of employees.

SECTION C

Answer any two of the following questions. The question carries 15 marks.

(2x15=30)

11) What are the types of communication? What are the barriers to communication?

12) Elucidate the following approaches to Leadership style.

- a. Adair (5 Marks)
- b. Ashridge Management school (5 Marks)
- c. Blake & Mouton (5 Marks)

13) Explain the role of marketing function within the organization.

SECTION D

Compulsory case study carries fifteen marks. (1x15=15)

14)

i)

Nutan Tiffin Box service was started in Mumbai by the Mumbai Dabbawalas. The Dabbawalas who are the soul of entire Mumbai aim to provide prompt and efficient services by providing tasty homemade tiffin to all office goers at the right time and place. The service is uninterrupted even on the days of bad weather, political unrest and social disturbances. Recently, they have started online booking system through their website 'mydabbawala.com'. Owing to their tremendous popularity amongst the happy and satisfied customers and members, the Dabbawalas were invited as guest lecturer by top business schools. The Dabbawalas operate in a group of 25-30 people alongwith a group leader. Each group teams up with other groups in order to deliver the tiffins on time. They are not transferred on frequent basis as they have to remember the addresses of their customers. They follow certain rules while doing trade—no alcohol during working hours; no leaves without permission; wearing white caps and carrying ID cards during business hours.

Recently, on the suggestion of a few self-motivated fellow men, the dabbawalas thought out and executed a plan of providing food left in tiffins by customers to slum children. They have instructed their customers to place red sticker if food is left in the tiffin, to be fed to poor children later.

a. Which function of management is emphasized in this case study? Give the meaning of the same. Quote the lines from the case to justify your answer. **(4 Marks)**

b. What possible communication barrier may arise in Dabbawalas business? Justify your answer. **(4 Marks)**

ii)

Jason has just joined a small accounts department. The financial controller is taken ill. John has been told that he needs to prepare the management accounts and requires information regarding salaries. The payroll department are not happy about giving John the information required.

a. What is the underlying cause of the problem? Give the meaning of Authority and Responsibility. **(3 Marks)**

b. Which statement made you decide the problem associated with the case? **(2 Marks)**

c. Mention your suggestions to rectify this issue. **(2 Marks)**