

QP CODE: 24900016



Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024

First Semester

**Core Course - MG1CCRBBA100 - PRINCIPLES AND PRACTICES OF
MANAGEMENT**

(2024 ADMISSION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall
outcome attainability.*

[Learning Domain][CO No(s)]

Part A

Short Answer

Answer any 5 questions. Each question carries 3 marks

1	Name various levels of management.	[K]	[1]
2	List out the steps involved in the decision-making process.	[U]	[1]
3	Discuss various techniques that can be used to motivate workers.	[U]	[1]
4	What is esprit de corps?	[U]	[1]
5	What is the difference between recruitment and selection?	[U]	[2]
6	Discuss the term “coordination” in an organizational context.	[U]	[3]
7	What is the difference between corporate-level and business-level strategies?	[K]	[4]
8	Define SWOT analysis. What does each component represent?	[K]	[4]

(5 × 3 = 15)

Part B

Short Essay

Answer any 3 questions. Each question carries 5 marks

9	Explain the principles of scientific management.	[U]	[1]
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10	In which ways does an organization's following-line structure differ from a functional structure? Analyse	[An]	[2]
11	Distinguish between centralization and decentralization.	[U]	[2]
12	Explain the steps of the strategic management process.	[U]	[4]
13	How does effective control enhance organisational performance and efficiency?	[A]	[3]
14	Briefly explain the selection process in an Indian organization.	[A]	[3]

(3 × 5 = 15)

Part C

Essay Question

Answer any two questions. One case study is compulsory

15	Define CSR What are the key areas of CSR.Explain the importance of CSR in Business Organisations	[U]	[4]
16	"A manager has many roles to play. Each of the roles demands a variety of skills." Discuss.	[An]	[3]
17	Case study: Tech Innovations Inc. is a mid-sized technology company specialising in software development. Over the past year, the sales team has struggled with low morale and declining sales figures. Management identified that the team lacked motivation, leading to decreased productivity and high turnover rates. Question No. 1: Identify the Issues What were the primary challenges faced by Tech Innovations' sales team that led to low motivation? Question No. 2: Which motivational techniques implemented by management do you think had the greatest impact on improving morale? Why?	[An]	[1]
18	Case study: GreenTech Solutions is a midsized company specialising in renewable energy technology. Founded in 2015, the company has experienced rapid growth and now employs over 300 people. The leadership team recognises the need for effective management to foster innovation and maintain employee engagement as the company expands. In early 2023, GreenTech faced challenges related to project delays and employee burnout. The management team identified that teams were struggling with unclear roles, lack of communication, and insufficient support from their managers. To address these issues, they decided to implement a new management approach focusing on empowerment, communication, and accountability. . (a)What managerial roles were most crucial in addressing the challenges faced by GreenTech Solutions? b) Discuss how each role contributed to the overall success of the initiative.	[An]	[3]

(2 × 20 = 40)

END OF THE QUESTION PAPER
