

MBA 01 R

M.B.A. DEGREE EXAMINATION, DECEMBER 2012 /
JANUARY 2013.

First Semester

General, Finance, Marketing, HRM, IB, RM, Tourism.

MANAGEMENT CONCEPTS AND
ORGANISATIONAL BEHAVIOUR
(2012-2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What are the functions of a manager?
2. State the importance of planning.
3. What are the functions of staffing?
4. What are the steps in control process?
5. Explain the important determinants of personality.
6. Discuss the important principles considered in organizing stimuli.

7. What are the characteristics of leadership?
8. What are the steps involved in creative process?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss the characteristics of management.
10. Explain the importance of management.
11. Enumerate the principles of direction.
12. Explain the different techniques of control.
13. Discuss the influence of personality factors on human behaviour.
14. Discuss in detail the various stages involved in the process of perception.
15. Explain the qualities of a leader.
16. Discuss the characteristics of creative individuals.

PART C — (1 × 20 = 20 marks)

17. Case Study: (Compulsory)

The CEO of your organization, a small manufacturing company, has been complaining that sales are stagnant. A key problem you discover is that the market for the products your

firm makes is fully developed and, of course, the products themselves are not very exciting. No one seems to care about doing anything innovative. Instead, the employees seem more interested in doing things the way they have always done in the past.

- (a) What factors do you suspect are responsible for the way the culture in this organization has developed over the years?
- (b) What do you recommend should be done to enhance the creativity of this company's employees?