

Register No.: Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FIRST SEMESTER MBA DEGREE EXAMINATION (S), MAY 2022
(2021 Scheme)****Course Code :** 21MBA101**Course Name:** INTRODUCTION TO BUSINESS**Max. Marks :** 60**Duration:** 3 Hours**PART A***(Answer all questions. Each question carries 2 marks)*

1. Compare between Centralization and Decentralization.
2. List any two types of teams.
3. Illustrate the 3 x 3 writing process for communication.
4. Outline the process of decision making.
5. Recall any two control systems.

PART B*(Answer any 3 questions. Each question carries 10 marks)*

6. Compare and contrast the evolution of Management Thought.
7. Zephyr Co. had to hurriedly bring together a team from various departments in their organization to meet a crisis of a faulty batch of products. Explain the process of team formation with regard to this context.
8. An old and valued customer of yours whose account has remained unsettled in spite of your repeated reminders. The customer writes to you that he neither settled the account nor wrote to you, owing to certain domestic worries. Draft a collection letter to the customer in a manner which you consider suitable in the circumstances.
9. Discuss the following concepts with suitable examples
 - a) Strategic and Tactical decisions
 - b) Programmed and Non-programmed decisions
 - c) Stages in the process of creativity
 - d) Techniques of 'Group Decision Making'
10. 'The need of the hour for the management is to take a closer look at their existing objectives and goals and revise their strategies'.
 - a. Identify the steps to be taken by the management for strategy management.
 - b. Discuss the process of Strategy implementation

PART C

(Compulsory question, the question carries 20 marks)

11. John Nangtanba is a 27-year old who is a foodservice manager at a fast growing and upcoming restaurant. As a manager, John Nangtanba is responsible for supervising and managing all employees at the back of the restaurant. Employees working at the back of the restaurant range in age from 16 years old to 55 years. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their first language.

John Nantangba is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Nangtanba in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day, John Nangtanba comes to work and is upset even before he could step into the restaurant. Because things haven't been going well at home, Nangtanba was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. Nangtanba admits that he needs a haircut and a good hand scrubbing, especially after working on his car the last evening. When Nangtanba walks into the kitchen, he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at poor room temperature for quite some time. John Nangtanba is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Nangtanba has made many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: Keep hot food hot and cold food cold and wash your hands always and often. All employees are given a thermometer when they start so that they can regularly check the temperature of foods. Hand washing sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

QUESTIONS:

(a) With your knowledge in communication and understanding of case study, discuss the communication challenges and barriers confronted by John Nangtanba.

Marks (7)

(b) In what ways can John Nangtanba use effective communication as a motivator for employees to follow safe food handling practices? Discuss.

Marks (7)

(c) Imagine you are the supervisor/manager for each of the employees described above. Discuss the methods to be adopted to resolve the workplace conflict.

Marks (6)
