

Register No.: ..... Name: .....

**SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FOURTH SEMESTER INTEGRATED MCA DEGREE EXAMINATION (R,S), MAY 2024  
(2020 SCHEME)****Course Code: 20IMCAT208****Course Name: Elements of Business Management****Max. Marks: 60****Duration: 3 Hours****PART A*****(Answer all questions. Each question carries 3 marks)***

1. Define management. What are the roles of management in an organization?
2. Comment on the statement 'Management is both a science and an art'.
3. What is SWOT analysis? Comment on its importance in management.
4. Differentiate formal and informal organizations.
5. What is the difference between recruitment and selection?
6. Explain the concept of directing in management? Give an example.
7. What is benchmarking? Why is it important for business?
8. Write a short note on total quality management.
9. Define marketing mix. List the different types of marketing mix.
10. What is the importance of marketing management?

**PART B*****(Answer one full question from each module, each question carries 6 marks)*****MODULE I**

11. Explain the different levels of management with a neat diagram. (6)

**OR**

12. a) State the human relations theory of management. (2)  
b) Compare the open system and contingency approaches to systems management. (4)

**MODULE II**

13. a) Why is planning an important practice in an organization? (3)  
b) What is MBO? What are its benefits? (3)

**OR**

14. a) What are the factors affecting span of control? (3)  
b) Compare the line and matrix organizational structures. (3)

**MODULE III**

15. a) Compare any two styles of leadership. (3)  
b) What is the importance of performance appraisal in management? List the methods of performance appraisal. (3)

**OR**

16. a) Explain Prof. Maslow's theory of motivation. (3)  
b) Justify staffing as a management process. (3)

**MODULE IV**

17. a) Explain the process of decision making that affects the efficiency of the business decisions. (4)  
b) What is the importance of controlling? (2)

**OR**

18. a) Comment on the limitations of benchmarking. How can you overcome the limitations? (3)  
b) Compare the controlling techniques break even analysis and budgetary control. (3)

**MODULE V**

19. Explain the different stages of product life cycle. (6)

**OR**

20. Elucidate any three common pricing strategies in digital marketing. (6)

\*\*\*\*\*