

Register No: .....

Name: .....

**SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FIRST SEMESTER MBA (INTEGRATED) DEGREE EXAMINATION (R), NOVEMBER 2024  
(2024 SCHEME)****Course Code : 24IMB101****Course Name : Principles of Management****Max. Marks : 60****Duration:3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. What is Gang Plank?
2. What is MBO?
3. List the role of recruitment in the HRM process.
4. Summarize importance of team
5. What is Break Even Analysis?

**PART B***(Answer one full question from each module, each question carries 8 marks)***MODULE I**

6. Illustrate elements of Scientific Management. 8

**OR**

7. Explain various levels of management and their responsibilities. 8

**MODULE II**

8. Explain types of organisational structure with examples. 8

**OR**

9. Illustrate types of plans and its significance on organisations with suitable examples. 8

**MODULE III**

10. Explain process of human resource management. 8

**OR**

11. Summarize various types of employee training. 8

**MODULE IV**

12. Compare between strategic, tactical, and operational information. Provide examples of how each type is used in an organization. 8

**OR**

13. Define leadership and explain how trait approaches to leadership help in understanding effective leadership behavior. 8

**MODULE V**

14. Explain the importance of controlling for organizational performance. How does control help managers ensure that objectives are met? 8

OR

15. Explain the concept of budgetary controls and explain how they contribute to achieving financial objectives in an organization. 8

**PART C**

*(Compulsory question, the question carries 10 marks)*

16. Google, one of the most innovative companies in the world, has a unique organizational structure and human resource management strategy that drives its success. Google employs a flat organizational structure, promoting open communication and minimal hierarchical barriers. This encourages employees at all levels to contribute ideas and innovations, fostering an environment of creativity and collaboration. Google uses departmentation by enterprise function, where different functions like engineering, product development, and sales are organized into specialized departments. This allows the company to maintain focus on its core competencies while managing various product lines. Google's HR strategy emphasizes centralization in decision-making at the top while allowing decentralization for specific project teams to make operational decisions. In terms of human resource management, Google is known for its robust recruitment process, selecting only top talent through rigorous interviews and tests. Once hired, employees undergo extensive orientation and training programs to adapt to Google's unique culture. The company promotes socializing new employees through mentorship programs and team-building activities. Google also offers extensive employee benefits and performance-based compensation, which plays a vital role in maintaining high motivation and job satisfaction. This integrated approach to organizational structure and human resource management has helped Google attract and retain top talent while maintaining a highly productive and innovative work environment.
1. Google's flat organizational structure and departmentation by enterprise function contribute to its innovation and productivity. Explain. - 5 Marks
  2. Analyse Google's human resource management practices in recruiting, socializing, and training employees. How do these practices impact organizational success? - 5 Marks

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