

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

## SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FIRST SEMESTER MBA DEGREE EXAMINATION (Regular), FEBRUARY 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. List the three major management skills required by a professional manager
2. Classify the types of employee welfare measures in business organizations.
3. Compare structured and unstructured decision making in business organizations
4. Outline Statistical Quality Control (SQC) in manufacturing business systems
5. Recall the process of controlling

### PART B

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

6. Explain the merits of centralization and decentralization in business organizations
7. Elaborate the process of human resource planning in organizations
8. Discuss the principles of effective writing in business organizations
9. Explain the concept 'Creativity in decision making'. What are the techniques to enhance creativity?
10. Explain the three stages of strategic management process in business organizations

### PART C

*(Compulsory question, the question carries 20 marks)*

11. Discuss the following concepts with suitable examples
  - (a) Line and staff authority
  - (b) Team Dynamics
  - (c) Effective leadership communication
  - (d) Conflict and Negotiation
  - (e) Strategy Implementation

(5x 4 = 20 Marks)

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