

Register No.: Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER INTEGRATED M.C.A DEGREE EXAMINATION (S), SEPT 2022**(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. What is management? Mention the major features of management.
2. Explain human relations approach in management.
3. What is span of control? Write the major factors which affect span of control.
4. Explain the planning process in management.
5. Compare recruitment and selection.
6. Explain any three modern performance appraisal methods.
7. What is the significance of TQM in the current business scenario?
8. What is budgetary control? What are the advantages of it?
9. Write a short note on pricing strategies in marketing.
10. Which are the different stages of product life cycle?

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

11. Elaborate the various management functions in an organization. (6)

OR

12. Explain Fayol's fourteen principles of management. (6)

MODULE II

13. Write short notes on
a) MBO (3)
b) SWOT Analysis. (3)

OR

14. With the help of a diagram illustrate Maslow's need hierarchy theory. (6)

MODULE III

15. "A good manager must be a good leader". Justify the statement. (6)

OR

16. Write short notes on job description and job specification. (6)

MODULE IV

17. What do you mean by benchmarking? What are its advantages? (6)

OR

18. What is decision making? Explain the different types of decisions. (6)

MODULE V

19. Explain promotional strategies in marketing. (6)

OR

20. "Digital marketing is a boost to today's business". Explain the statement using suitable examples. (6)
