

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FIRST SEMESTER MBA DEGREE EXAMINATION (S), FEBRUARY 2023 (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. Contrast the concept of centralization and decentralization.
2. What do you understand by Human Resource Planning?
3. Illustrate the process of communication.
4. Show the difference between individual and group decision making.
5. Explain the different levels of strategy found in an organization.

PART B

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

6. Examine the evolution of management thought in the context of scientific management.
7. An ad hoc team is created in view of the decreasing sales over the last 3 months for an umbrella manufacturing company. You being the sales manager are a member of this new team along with the operations manager, human resources manager and the finance manager. Analyze the steps involved in team formation in the given context.
8. You have been assigned to write a report on the fest conducted in your institution by the Head of your department. Inspect the process of writing required in the provided scenario.
9. You are the CEO of an e-commerce start-up and which is growing at a good rate. Off late you have realized that you are spending too much time and resources on an old client and not generating enough revenue that could justify such heavy resource allocation. That client has been one of your earliest clients and was instrumental in your business's early-stage growth. Elaborate the steps of decision making with the purpose of arriving at a solution.
10. Give an account of different types of non-budgetary controls employed in an organization.

PART C

(Compulsory question, the question carries 20 marks)

11. Suresh works in a bulb manufacturing company. Each bulb which is

manufactured is of standard size and quality. Further if there is any unrequired type of bulb manufactured then its production is stopped. Last month when the company came to know that 10 watt bulbs were no more liked by customers, their production was stopped. He works in the purchase department. His job is to purchase the filaments required to make bulbs. This time when he purchases the filament he gets the instruction from the seller that some special care needs to be taken in the first hour of fixing the filaments inside the bulb. Suresh knows this information should be given immediately to the production department before the assembling process starts. However he finds that his company's policies only allow him allow him to give the message to his immediate boss who will further pass this message to his boss. The passing of this message will continue till it reaches the desired person in the production department.

- a) Identify the principle of Management given by Henri Fayol which is exhibited in the above case. Further, explain the 14 Principles of Management.

(10 marks)

- b) Inspect the flow of communication in the given organization. Identify the apt communication flow for the given scenario.

(10 marks)
