

Register No.: Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FOURTH SEMESTER INTEGRATED MCA DEGREE EXAMINATION (R), MAY 2023
(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. Differentiate management and administration using a neat table.
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. What is job analysis? Brief the processes involved.
6. Explain the type of needs of an individual.
7. Explain the different types of managerial decisions.
8. Write briefly about the processes involved in total quality management.
9. What are the marketing channels for a marketer to reach the target?
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. List the various functions of management. Explain each in detail. (6)

OR

12. Explain the principles of management defined by Henry Fayol. (6)

MODULE II

13. Write short notes on the following.

a) MBO (3)

b) SWOT Analysis. (3)

OR

14. Explain any three types of organization structure. (6)

MODULE III

15. Discuss the interrelated activities involved in human resources planning with a neat diagram. (6)

OR

16. Write about Maslow's need hierarchy and do a critical analysis of the concept. (6)

MODULE IV

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

OR

18. Explain the rational decision-making process with a neat diagram. (6)

MODULE V

19. Briefly describe any six core marketing concepts. (6)

OR

20. Write short notes on advertising and public relations in marketing. (6)
