

Register No.: Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FOURTH SEMESTER INTEGRATED MCA DEGREE EXAMINATION (S), AUGUST 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. List and explain the functions of management.
2. Distinguish between systems approach and contingency approach.
3. Discuss the factors affecting span of control.
4. Explain the nature and significance of planning.
5. Discuss any three methods of performance appraisal.
6. Explain the various steps in manpower planning.
7. Differentiate programmed and non-programmed decision making.
8. Comment on the need for bench marking.
9. Explain the multi-level distribution channel.
10. Differentiate promotion and sales promotion.

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

11. a) Illustrate any three managerial roles. (3)
b) Briefly discuss the Hawthorne experiment. (3)

OR

12. Explain the responsibilities of top-level management. (6)

MODULE II

13. a) Justify the need for parity of authority and responsibility. (3)
b) Distinguish between formal and informal organizations. (3)

OR

14. a) Distinguish between strategic planning and operational planning. (3)
b) 'MBO is also a control technique'. Elaborate on this statement. (3)

MODULE III

15. a) Elaborate the procedure for selection. (3)

- b) Explain job analysis. (3)

OR

16. Briefly explain Maslow's need hierarchy. (6)

MODULE IV

17. a) Explain the control techniques break even analysis and budgetary control. (3)
b) Write a short note on TQM. (3)

OR

18. a) Explain the different types of decisions. (3)
b) Discuss the steps in decision making process. (3)

MODULE V

19. a) Discuss any two pricing strategies for new products. (3)
b) Explain the product life cycle. (3)

OR

20. a) Discuss SEO in digital marketing. (3)
b) Elaborate on public relation strategies adopted by organisations. (3)
