

Seat No.	
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**M.B.A.(Part - I) (Semester - I) (CBCS) Examination,  
December - 2015  
PRINCIPLES AND PRACTICES OF MANAGEMENT  
(Paper - I)  
Sub. Code : 57104**

**Day and Date : Saturday, 19 - 12 - 2015  
Time : 10.30 a.m. to 01.30 p.m.**

**Total Marks : 80**

- Instructions :**
- 1) Question No. 1 and 5 are compulsory.
  - 2) Any two from Q. No. 2 to 4.
  - 3) Figures to the right indicate marks.

**Q1) Case Study.**

**[20]**

Anna Electronics Company (AEC) has an excellent national and international reputation, and its employees are proud to work for the firm. But the company demands total loyalty from its employees and even tries to influence their behaviour and appearance after work.

Malliga, a bright young woman working for AEC for over 10 years, was highly respected by the colleagues and did a fine job as a divisional sales manager. It was generally agreed that she had excellent potential for advancement. For 2 months, Ms.Malliga had been in love with Ramanan, who worked in the electronics division of a competing company. One day Kumaran, Malliga's boss, approached her about this matter, stating that there might be a possible conflict of interest in her association with an employee of the competitor. He made it clear that AEC has an unwritten policy that demands (and rewards) complete loyalty from all its employees.

Shortly after this emotional confrontation with her boss, Ms.Malliga was transferred to a non-managerial position without any loss in pay.

She also noted that even her friends at AEC tried to avoid her. But Malliga felt very strongly that the company had no business suggesting whom she could and could not see after working hours; as a result, she quit her job.

- i) Can a company demand loyalty to the extent indicated in the case? Would your answer be different if Malliga had access to important company trade secrets?

**P.T.O.**

- ii) What would you do in Malliga's position?
  - iii) What would you do in the supervisors's position?
- Q2) a) What is Planning? What are the steps involved in it? [10]**  
b) What do you mean by Span of management? How this taken into account in preparing an organisation structure? [10]
- Q3) a) Explain the steps in control process. [10]**  
b) Describe the general principles of management as laid down by Henry Fayol. [10]
- Q4) a) Define TQM. Explain its importance. [10]**  
b) Define Management. Explain the functions of management. [10]
- Q5) Write short notes (Any four) [20]**  
a) Scientific Management Approach  
b) Delegation of Authority  
c) Principles of directing  
d) Benchmarking  
e) Dabbawala's management concept.  
f) Recruitment and selection

