

Navrachana University
School of Business and Law
End-Semester Examination May-2017
FY BBA Semester 2
Principles of Management (MG 102)

Date: 12.05.2017

Marks: 40

Time: 8.00 – 10.00 AM

Instructions:

- Write each answer on a new page
- Do not write anything on the question paper

1. Multiple Choice Questions: (1 Mark Each)

05

- 1) A budget is an example of which of the following plan?
 - a. Strategic Plan
 - b. Single Use Plan
 - c. Informal Plan
 - d. Standing Plan
- 2) Five different workers perform different tasks contributing to completion of one specific job for instance preparing a Big Mac at McDonald's. This division of labour refers to which of Fayol's principles of management?
 - a. Work specialization
 - b. Scalar chain
 - c. Order
 - d. Authority and responsibility
- 3) Identify the sequence of different steps in controlling.
 - I. Measurement of performance
 - II. Comparison of actual and standard
 - III. Analysis of causes of deviation
 - IV. Actual performance
 - V. Corrective action plan
 - a. (iii), (IV), (V), (I), (II)
 - b. (II), (III), (IV), (V), (I)
 - c. (I), (II), (IV), (III), (V)
 - d. (IV), (I), (II), (III), (V)
- 4) With reference to BCG matrix when a company has high market share in market with low growth rate it belongs to which quadrant?
 - a. Stars
 - b. Cash Cows
 - c. Dogs
 - d. Question Marks
- 5) Cadbury for its product Jems launched an advertisement targeting the old age people having the tagline "No umar for lalach- Raho Umarless".
 - a. Market Penetration
 - b. Product penetration
 - c. Market development
 - d. Diversification

2. Explain following terms: (Any 4- 2 Marks Each)

08

1. Concurrent Control and Feed Forward Control
2. Span of Control

3. Job Enrichment and Job Enlargement
4. Recruitment and selection
5. Basic and routine decisions

3. **Identify the term after reading following statements: (1 Mark Each)**

05

- A. Johnson and Johnson is into dental products, wound care products, prescription drugs, diapers, infant products, hospital products. Identify the type of diversification strategy used by J & J.
 - B. When Reliance is into the business of petrochemical, textile, IT, Telecom, etc. identify the type of diversification strategy adopted by the company.
 - C. The managerial grid identified five specific leadership styles. Which leader believes that thoughtful attention to the needs of people for a satisfying relationship leads to a comfortable, friendly organizational atmosphere and work tempo?
 - D. With this technique, participants never meet, but a group leader uses written questionnaires to conduct the decision making. Identify the type of decision making technique.
 - E. The managerial grid identified five specific leadership styles. Which leader believes that thoughtful attention to the needs of people for a satisfying relationship leads to a comfortable, friendly organizational atmosphere and work tempo?
4. Draw and explain Matrix organization structure in detail. In what respect is it an improvement over functional organization? Also mention which principle of Henry Fayol is violated here and how? 06
 5. Explain the term Grapevine and its types with diagram. 04

OR

Explain the term leadership and its three major types with relevant diagrams.

6. Explain Maslow's hierarchy of needs theory and Herzberg's theory of motivation. Is there a relationship between Maslow's needs and Herzberg's motivation factors, explain? 06
7. Pinaca Limited is an Indian company producing and distributing food and beverages. Their one of the product is this soft drink named Fizzy available in different fruit flavors which makes it unique in comparison of other drinks. The company has been in existence for the last 15 years. It has a big manufacturing plant situated in Delhi and a fleet of trucks for the purpose of controlled and efficient distribution of cold drinks to neighboring states as well as in Delhi. The customers so also feel comfortable and satisfied with the drink both in terms of quality and price. But after the entry of two big multinational companies, Fanta-Cola and Pepsi, the entire situation has changed. Pinaca's product Fizzy has lost 90% of its market share to these companies and it has become very difficult to compete with them. Suggest suitable *business level strategy* for maintaining survival and profitability of Pinaca' Fizzy in the light of competition with multinational companies. Justify your answer using supportive model. 06

...All the best...