

PRINCIPLES OF MANAGEMENT



BCM104/ BIT203/ BCIT203: PRINCIPLES OF MANAGEMENT ONLINE EXAM (DEGREE)

DATE: WEDNESDAY 7TH DECEMBER 2022

TIME: 8.00 – 11.00 A.M.

ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION 1

COMPULSORY

(10 MARKS)

(a) Read the case study below and answer question (i) below

Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organizations, after completing their masters in business management, both of them take up a job at managerial level in different organizations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju joins an NGO and works diligently to realize its objective related to providing employment to especially abled persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju may spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos.

(i) Citing relevant lines from the case, explain **THREE** features of management.

(6

Marks)

(b) The CEO of Matex Limited resigned to pursue other interests. The board of directors opted to recruit a new CEO internally. Discuss **TWO** advantages that the organization would derive from such a decision.

(4 Marks)

QUESTION 2

(10 MARKS)

PRINCIPLES OF MANAGEMENT

(a) Gabriel has recently joined AMV Ltd, a company manufacturing refrigerators. He found that his department was under-staffed and other departments were not cooperating with his department for smooth functioning of the organization. Therefore, he ensured that his department has the required number of employees and its cooperation with other department is improved.

(i) Identify the level at which Gabriel is working. **(2 Marks)**

(ii) Explain **TWO** more functions that are required to be performed by Gabriel at this level. **(4 Marks)**

(b) Using an appropriate example, distinguish between intrinsic and extrinsic and motivation.

(4 Marks)

QUESTION 3

(10 MARKS)

(a) Senet Limited is a tube light manufacturing company. Before the start of the year, they had promised their employees bonus for extra production. It was also decided that those who will put in extra time will be paid extra according to the number of hours. However, people in the HR department who worked very hard later complained that they were not compensated for the extra number of hours that they used to stay in the office.

Discuss Fayol's principle which has been violated in this case.

(4 Marks)

(b) Management is both an art and a science. Justify this statement.

(6 Marks)

QUESTION 4

(10 MARKS)

(a) Discuss the social dimensions of Management in relation to the following:

(i) Social Aspect of Human Resource Development; **(2 Marks)**

(ii) Social Aspect of Marketing; **(2 Marks)**

(iii) Social Aspect of Finance. **(2 Marks)**

(b) Discuss **TWO** of Fredrick W. Taylor's Principles of Scientific Management.

(4 Marks)

QUESTION 5

(10 MARKS)

(a) Differentiate between X-Theory and Y-Theory as they are used in management.

(4

Marks)

(b) Discuss, with appropriate examples, the following Contemporary issues in Management:

(i) Economic Pressure; **(2 Marks)**

(ii) Globalisation; **(2 Marks)**

(iii) Change. **(2 Marks)**

PRINCIPLES OF MANAGEMENT

QUESTION 6

(10 MARKS)

- (a) Explain **TWO** disadvantages of horizontal communication in an organization.
(4 Marks)
- (b) Describe, with examples, **THREE** elements of the internal environment of an organization.
(6 Marks)

End of Exam