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14MBA11

First Semester MBA Degree Examination, Dec.2015/Jan.2016
Management and Organizational Behavior

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is Management? (03 Marks)
- 2 What do you mean by MBO? (03 Marks)
- 3 What are the factors influencing controlling? (03 Marks)
- 4 What is the purpose of studying organization behavior? (03 Marks)
- 5 What do you mean by Attitude and Perception? (03 Marks)
- 6 Who is a Leader? (03 Marks)
- 7 Define Conflict. Write its types. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the different types of skills required by a Manager? (07 Marks)
- 2 Explain the process of Decision making. (07 Marks)
- 3 Explain the effective control process. (07 Marks)
- 4 Explain the challenges and opportunities of Organizational Behavior. (07 Marks)
- 5 How Big Five and MBTI personality attribute influence Organizational Behavior? (07 Marks)
- 6 Explain the Managerial grid in Leadership. (07 Marks)
- 7 Explain the conflict resolution techniques, with suitable example. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Discuss Fayol's fourteen principles of Management. (10 Marks)
- 2 Explain the types and techniques of decision making. (10 Marks)
- 3 Differentiate between Formal and Informal Organization. (10 Marks)
- 4 Discuss the factors influencing perception. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

- 5 Discuss the determinants of personality. (10 Marks)
- 6 Compare Herzberg's two factor theory with Maslow's theory of Motivation. (10 Marks)
- 7 Describe the steps involved in group development process. What are the ingredients of an effective team? Explain. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Ranjith Madan has just been hired as Vice President of Sales and Marketing for D.D. Laboratories a medium size manufacturer of barometric gauges and weather instruments. D.D. Manufacturers, distributes and sells products designed for both land and marine use. Land instruments are adapted to marine use on boats, docks, light house and sea planes. Their corrosion is prevented by special heavy galvanizing process. Market survey show that the market for such measurements devices is growing rapidly throughout the country.

D.D laboratories is attempting to break into the military market for both land and marine models. This market has the potential to become larger than the civilian market, but it can be very uncertain because of political influences on expenditure.

Manufacturing plants are in Mangalore, which services and distributes to the states of Karnataka, Kerala, Goa and Maharashtra and at Vijayawada which meet the need of Eastern states. Madan has been given complete authority by the president of D.D. Laboratories to reorganise the marketing department into any structure that will maximize profitability.

Questions :

1. What Organizational structure do you think will be best to organize D.D. laboratories and marketing department? Draw an organization chart and justify your answer. (10 Marks)
2. Design an alternate organizational structure and discuss its advantages and disadvantages. (10 Marks)
