

D 112250

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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION  
NOVEMBER 2024**

Accounting and Finance/Commerce

COP1CJ101/COM1CJ101—MANAGEMENT PRINCIPLES AND APPLICATION

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

**Section A***Answer all questions.**Each question carries 3 marks.**Ceiling 24 marks.*

1. Write down any three principles of Fayol.
2. Write a note on M.B.O.
3. Define delegation of authority.
4. What are the key steps involved in the organizing process ?
5. Define Authoritarian Leadership.
6. What is McGregor's Theory Y ?
7. What is MBE ?
8. What is the role of communication in conflict management ?
9. What are the key factors affecting business ethics in the workplace ?
10. Define Contingency Theory of leadership.

**Turn over**

**Section B**

*Answer all questions.*

*Each question carries 6 marks.*

*Ceiling 36 marks.*

11. Critically assess the various managerial roles identified by Henry Mintzberg.
12. Do you think management is a science ? Give justifications for your answer.
13. Analyse the steps involved in the organizing process. How do these steps contribute to creating an effective organizational structure ?
14. Explain the structure of Line organisation.
15. Compare and contrast the Authoritarian, Democratic, and Laissez-Faire leadership styles.
16. Describe Maslow's Need Hierarchy Theory.
17. Explain the key traits that are associated with Trait Theory.
18. Define communication. Discuss the strategies to overcome barriers to communication.

**Section C**

*Answer any one question.*

*The question carries 10 marks.*

19. What is organizing ? Give an overview of contemporary organisational design.
20. You are the manager of the Sales and Marketing department at a growing e-commerce company. The department consists of three teams:
  - **Sales Team (Team A)** : Led by Sujith, the Sales Manager, who is very goal-oriented and focused on achieving sales targets. Sujith is known for his high-pressure tactics to ensure that quotas are met.
  - **Marketing Team (Team B)** : Led by Nidhila, the Marketing Manager, who is highly creative and prefers to take a strategic approach. Nidhila believes that a strong marketing strategy should precede any sales targets and is cautious about rushing campaigns to meet deadlines.

- **Customer Support Team (Team C)** : Led by Vijay, who is focused on maintaining customer satisfaction and is often caught in the middle of the conflicting priorities of Sales and Marketing teams.

Recently, the two departments (Sales and Marketing) have been in constant conflict over priorities, deadlines, and resource allocation. The Sales team feels that the Marketing team is delaying campaigns, causing a drop in leads and conversions. Meanwhile, the Marketing team argues that the Sales team is pushing them to launch campaigns before they are fully prepared, leading to ineffective results. The Customer Support team is feeling the stress as they deal with more customer complaints due to miscommunication between the other teams.

As the department manager, you are tasked with resolving this conflict and ensuring that all teams work cohesively to drive the company's growth.

(1 × 10 = 10 marks)