

24U144

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U COM1 CJ101 - MANAGEMENT PRINCIPLES AND APPLICATIONS

(B.Com. - Major Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. How will you select the best alternative? [Level:1] [CO1]
2. Who are middle level managers? [Level:1] [CO1]
3. Describe the meaning of informal organisation. [Level:2] [CO2]
4. Describe the meaning of flat organisation structure. [Level:2] [CO2]
5. List out the benefits of delegation. [Level:1] [CO2]
6. Explain how Maslow's Hierarchy of Needs can be applied in a workplace setting to enhance employee motivation. [Level:2] [CO3]
7. What are two key techniques for self-motivation? [Level:1] [CO3]
8. Define interpersonal conflict and give an example. [Level:1] [CO4]
9. What do you mean by Hawthorne studies? [Level:1] [CO1]
10. Compare and contrast quantitative and qualitative control methods. [Level:4] [CO3]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Summarize the benefits of fostering an inclusive leadership. [Level:2] [CO4]
12. Explain the various managerial roles according to Mintzberg. [Level:2] [CO2]
13. Analyze the importance of effective management in achieving organizational objectives. [Level:4] [CO1]
14. Discuss the various types of authority. [Level:2] [CO2]

15. Your team is facing a high-stress situation due to back-to-back deadlines and an unexpected increase in workload. How would you manage the crisis and ensure your team remains resilient? [Level:3] [CO4]
16. What does an authoritarian leader prioritize in decision-making? [Level:1] [CO3]
17. List five key traits commonly associated with effective leaders. [Level:1] [CO3]
18. Define business ethics. Explain the determinants of business ethics. [Level:2] [CO4]
- (Ceiling: 36 Marks)**

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Describe various types of plans. Evaluate their unique purposes and how they fit into the overall planning framework of an organization? [Level:5] [CO2]
20. Explain the different aspects of crisis preparedness and crisis response. [Level:2] [CO4]
- (1 × 10 = 10 Marks)**
