

COURSE CODE: 10B1WPD734

MAX.MARKS: 35

COURSE NAME: Principles of Management

MAX. TIME: 2 Hrs

COURSE CREDITS: 3

*Note: All questions are compulsory. Carrying of mobile phone and calculator during examinations will be treated as case of unfair means. Marks are indicated in brackets.*

Q1. Explain how output control, behavior control and culture control help an organization achieve its objectives. Which one of the above three control systems do you consider most effective and why?

(3+2=5)

Q2. 'A strategy is as good as its implementation.' Discuss this statement in the context of effective strategy implementation.

(5)

Q3. Describe with examples the four organizational models used by companies to establish their international operations. Also explain their relative advantages and disadvantages.

(5)

Q4. How is the Balanced Scorecard a superior tool for organizational control as compared to the traditional methods? Elaborate with an example.

(5)

Q5. 'Strategic management and operational management are like effectiveness and efficiency; one is meaningless without the other.' Comment on the above statement with reasons in support of your opinion.

(5)

Q6. Write short notes on

a) Managerial skills    b) Systems theory of management    c) Matrix structure    d) Job analysis

(2.5x4=10)