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DATE:13-04-2018 (9AM)

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**B.Com – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

BC 2215 : Principles of Management

Time- 2 ½ hrs Max Marks-70

**This paper contains twoprinted pages and four parts**

(For supplementary candidates)

Do not write the register number on the question paper

Please attach the question paper along with the answer script.

**Section A**

I Answer any **five** of the following  **(5 X 2 = 10marks)**

1. What is MBE?
2. State Vroom’s Expectancy theory through a formula.
3. What is the democratic style of leadership? Give an example for the same.
4. Give the meaning of unity of command
5. State two reasons why companies should run their businesses ethically
6. Give two examples of safety needs from an employees perspective with regards to a job
7. State the four Hawthorne Experiments.

**Section B**

II Answer any **three** of the following **(3 x 5 = 15 marks)**

1. Write a note on McGregor’s Theory X and Theory Y
2. Comment on the contribution of F.W Taylor to the study of Management.
3. Analyse the Automobile Industry using Porter’s Five Forces
4. Explain the process of change management
5. What are the techniques of direction?

**Section C**

III Answer any **three** of the following **(3 x 10 = 30 marks)**

1. Explain the principles of sound organisation
2. What are the benefits of ethical businesses practices to various stakeholders of a company? Discuss the factors that affect the ethical decision-making.
3. What is control and what are the various control techniques?
4. What are the qualities of good leaders? What are the different leadership styles
5. Write a note on the hierarchy of plans

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**Section D**

IV **Case Study (1 X 15 = 15 marks)**

18. The South Steel Company manufactures tin plated steel primarily for sale to canning companies. It employs about 5000 persons. The company applies modern scientific methods wherever possible. The personal department one such scientific methods in the selection of management trainees. A battery of tests was used to determine the interests, emotional stability, general intelligence and personality of candidates. The tests were applied by an agency which has an excellent reputation in preparing and analyzing tests. The company purchased the tests from the agency, gave them to the applicants, and returns them to the agency for grading and analysis.

In addition to the tests, the personal director analyzed the data on the application forms. The applicant with the highest grade on the tests and with satisfactory application rating were selected for interviews with the personnel director. After the interviews, selections were done.

By the end of the year, the company had hired 30 applicants by this method. Upon evaluation of these trainees, the company was surprised to find that 14 of them did not have the qualifications considered necessary for executive personnel. The total expenditure on these unqualified trainees amounted to approximately Rs. 26000.

The personal department then took steps to evaluate the testing and hiring procedure. It found that the tests had been used successfully by other steel companies. It found no fault in the tests or in the administration. The personal director was undecided as to what to do. He referred the problem to the executive committee comprising eight departmental heads the Head of the Industrial Relations Department suggested that error was in the tests and that they should abandon them and set up another method for selecting management trainees.

**Questions:**

1. Identify the selection procedure used by South Steel.
2. What are the shortcomings in the company’s hiring procedure?
3. On the basis of information given what actions should the company take to solve the problem of selection?

(5+5+5)

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