



Register Number:

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

B.Com. IFA - I SEMESTER

SEMESTER EXAMINATION: ~~JANUARY~~ 2021

BCIFA 1219 - PRINCIPLES OF MANAGEMENT

Time- 2 1/2 hrs

Max Marks-70

This paper contains two printed pages and four parts

Section A

Answer any five questions. Each question carries two marks:

(5 x 2 = 10)

1. What do you mean by offshoring & shared services with the help of examples.
2. Describe the working of Production department.
3. What is the purpose of having organisation control?
4. What are the 4 key principles of Taylor's Administrative Management?
5. What are the key terms of role theory?
6. Write about McGregor's theory X & Y.

Section B

Answer any three questions. Each question carries five marks:

(3 x 5 = 15)

7. Briefly explain Leavitt's communication patterns & its conclusions
8. What are the different types of pricing strategies used by Marketing team?
9. Briefly explain the steps of Payroll system
10. Describe the incentives system.

Section C

Answer any two questions. Each question carries fifteen marks:

(2 x 15 = 30)

11. Describe the theories of Management
12. Elaborate Kolb & Honey & Mumford Learning process
13. Explain coaching, mentoring and counselling along with a personal development plan.

Section D

Answer the compulsory question carrying fifteen marks:

(1 x 15 = 15)

14. Case studies:

- (a) X is a junior manager in his early 40s who joined his company at the age of 16. He sticks to a strict routine, arriving and leaving work punctually. He is married with two children at school. He has always worked in the functional section that he now manages and is the most experienced employee in his particular field. However, he is not familiar with latest developments in information technology and feels swamped by an excess of useless information. He claims that he is, in any case, aware of the information he needs, but his subordinates worry because they notice that he ignores information that does not agree with his opinions.

Y is a young accounting graduate who works in the management information department. She has been promoted quickly to supervisor level, having joined the company a few years ago straight from university. She is single and lives close to the office and often works late because she loves computers and is fascinated by their potential. She frequently and fluently tells anyone willing to listen that the company is old-fashioned and needs to be dragged into the twenty-first century. X hears this, disapproves but does not comment, and carries on in his usual way. Although Y and X are located in different buildings on the same site, their work requires them to co-operate regularly. Their relations are getting more and more strained and their work is suffering.

Identify and describe the barriers to communication between the two colleagues. (7.5 marks)

- (b) Q plc runs five factories that assemble childrens toys, each of which is run by its own Production Manager. The five Production Managers report directly to the Board of Directors of Q. All assembly staff in the factories report directly to the Production Managers. Q's directors have recently stated that the company 'must cut costs to maximise profits for investors'. Q has recently hired a job design specialist, who has started investigating how assembly workers' jobs should be organised and what the most effective shift patterns would be to maximise Q's productivity. Q's Strategic Accountant has recently created a set of guidelines on the claiming of expenses by staff which the company hopes will reduce costs. Q's factories also have a number of administrative staff – including canteen workers and secretarial employees.

Apply Mintzberg's Organisational Configurations to the above example.

(7.5 marks)

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