

## **MBA 01**

M.B.A .DEGREE EXAMINATION, JUNE 2006.

First semester  
(Common for HRM/Marketing/Finance/ International Business)

### **MANAGEMENT PROCESSES AND BEHAVIOUR**

Time: Three hours

Maximum: 100 marks

PART A –(5 x 6 = 30 marks)  
Answer any FIVE of the following

1. Explain the nature of management.
2. What is matrix organization?
3. Discuss the semantic barriers in communication.
4. What is organization development?
5. Explain management of diversity.
6. What are individual differences?
7. Differentiate between formal and informal organisation.
8. What is management of Innovation ?

PART B – (5 X 10 = 50 marks)  
Answer any FIVE out of the following

9. What are the various environment levels in management? Explain in detail.
10. Explain the emerging trends in corporate culture with a suitable example.
11. What is meant by Perception? Explain the perception process.
12. List the various types of organisational structure and explain any 3 in detail.
13. What is the organisational climate and discuss the factors which influence organisational climate?
14. Explain the steps in the planning process.
15. Explain the path goal leadership theory in detail.
16. "Japanese Management practices are easy and adoptable" – comment.

PART C – (1 X 20 = 20 marks)

17. Case Study (compulsory)

#### **ABC TOY COMPANY**

"I expect all the managers in my department to act completely rationally in every decision they make", declared John, Vice president of marketing for the ABC toy Company. "Every one of us, no matter what his or her position, is hired to be a professional rationalist, and I expect all of us not only to know what they are doing and why but to be right in their decisions. I know that someone has said that a good manager needs only to be right in more than half of his or her decisions. But that is not good enough for me. I would agree that you may be excused for occasionally making a mistake, especially if it is a matter beyond your control, but I can never excuse you for not acting rationally".

I agree with your idea, John said Elavana, her advertising manager, "and I always try to be rational and logical in my decision. But would you mind helping me be sure of this by explaining just what 'acting rationally' is?"

Questions:

(a) Explain how the vice-president of marketing might describe what is involved in making rational decisions.

(b) If Elavana then declares that there is no way she can be completely rational, what would you suggest as a reply?

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