

End Semester Examinations - 2015-16 Even Semester - May 2016

14MS2002 Managerial Skills

Set B

Time : 3 hrs
Total Marks: 100

1. You are given the role of a Technical Manager in a software production company. Enumerate the steps to be taken in a business decision using POSDCORB. Also highlight the role of teams and their impact on effective organisational building. (20 Marks)
- OR**
2. (a) Discuss the characteristics of Creativity (10 Marks)
(b) Explain the process involved in decision making. (10 Marks)
3. (a) Differentiate Emotional Intelligence from Emotional Quotient (10 Marks)
(b) Discuss the various methods of Innovation (10 Marks)
- OR**
4. Describe the principles and factors that govern Corporate Governance with suitable examples.
5. Elucidate the forms of organisational communication with its merits and demerits.
- OR**
6. (a) Elaborate upon the resolution strategies commonly used in a conflict. (10 Marks)
(b) Enumerate the reasons for a conflict in an organisation. (10 Marks)
7. Describe the various styles of leadership citing suitable examples.
- OR**
8. (a) Examine the barriers of communication? (10 Marks)
(b) Explain group cohesiveness and the stages involved in formation of a team. (10 Marks)
9. Taken over by DrKurien in 1950, Amul Dairy was founded to stop exploitation of farmers by middlemen. Initially known as Kaira District Co-operative Milk Producers Union it began with just two village societies and 247 litres of milk headed by Tribhuvandas Patel as its founder chairman. Based in 'Anand' (Gujarat), Dr. Kurien's vision and extraordinary intelligence built the dairy development cooperative model into one of the largest and most successful institutions in India, called, **AMUL**. Today AMUL products are sold not only in India but also overseas. It is because of Dr. Kurien that India today contributes about 17 per cent of the total milk production in the world. Amul, with a turnover of over Rs. 13,000 crore, is Asia's top milk-producing brand and is counted, with one of the best recall values, among the world's leading brands in any sector. From one milk project to a larger one, the "Milkman of India" saw India emerge from a milk- deficient country into the largest milk producer in the world, overtaking even the once milk- abundant Netherlands.

Question:

Discuss briefly the Leadership style of DrVergheseKurien in making AMUL as Asia's top milk-producing brand. What are the different types of leadership style?

Wishing you All the Best