

**End Semester Examinations - 2015-16 MBA Trimester - May 2016**

**14MS3006 Essentials of Business and Management**

**Set A**

**Time : 3 hrs**  
**Total Marks: 100**

1. a. Critical thinking is a meta-skill that subsumes and enhances other skills. It is the foundation for successful postgraduate study and Continuous Professional Development. What are the meta skills of critical thinking and Explain the process of critical thinking. (15 Marks)  
b. What are the basics skills required for a HR manager? (5 Marks)
- OR**
2. a. Henry Fayol is popularly known as the father of modern management theory. Explain the administrative principles laid down by Fayol. ( 10 Marks)  
b. What are the different sources of work stress and how can it be managed in work place to limit its impact? (10 Marks)
3. The Murugappa Group from South India is planning for aggressive growth of its financial services, which includes Cholamandalam investment and Finance Company (CIFCL) and Cholamandalam Ms General Insurance Company Ltd. CIFCL is among the top five non-banking finance companies. It has planned to double its assets base in the next three to four years time.  
a. What is meant by planning? Why is planning important? (10 marks)  
b. Explain the steps involved in the planning process. (10 Marks)
- OR**
4. When Mr.Premji was studying as an engineering student at Stanford University during the 1990's, he received note from India to return to his home country to take care of the family peanut oil business. He build a company based on leadership values and developed teams. Premji through his leadership transformed the peanut oil firm to one of the most respected Indian technology services company called WIPRO.  
a. Explain the term "Leadership". and what are the qualities of a successful leader? (10 Marks)  
b. Discuss the various styles of leadership (10 marks)
5. William Hewlett is one who demonstrated a unique managerial style known as HP way. HP is now producing more than 10,000 products. HP way insist a strong belief in open door policy which promotes team effort and personal relationship is illustrated by use of first names and managers keep in touch with what is really going on in the company to keep their employees motivated.  
a. Define "Motivation". What are the different types of motivation (10 marks)  
b. Explain Abraham Maslow motivation theory. (10 Marks)
- OR**
6. Sam works for Accenture a global business process outsourcing organisation, and manages the print team. He emphasises that individual members should ask for help where required. As they do this, others should provide assistance.  
a. What is team building and why is team work important in any organization? Explain the different stages of team building. (15 Marks)  
b. What are the basics skills required for a Finance manager? (5 marks)
7. a. Ranbaxy Laboratories Ltd, a leading Indian pharmaceutical company was involved in number of disputes relating to selling of adulterated and misbranded products in the US district courts. The courts claim that the

company falsified data, forged data in order to get favourable judgement in the ongoing investigation. Federal agents seized papers and electronic records from Ranbaxy Company to prove it. The image of the company has been affected a lot due to the US court order against the company.

What is meant by “Business Ethics”? How organization can shape the required ethical conduct? (10 Marks)

b. Construct a SWOT analysis for your career planning examining your current situations. How can you gain on your strengths and overcome your weakness? What are the external opportunities and threats in your chosen career field? (10 Marks)

**OR**

8. a. Tata Projects undertakes a wide range of Corporate Social Responsibility initiatives which include: employability skill training, basic education, providing safe drinking water and community based activities. What is social responsibility? Explain briefly the social responsibility of business towards general public, Customers, Employees and Investors. (15 marks)
- b. What are the basics skills required for a Marketing manager? (5 marks)
9. When Jack Welch the chairman and CEO of General Electric (GE) retired in 2001, he could look back at a very successful career and was happy about the various changes he implemented in the company during his tenure. He took a bold step to restructure the organization followed by, change in organizational culture, managerial styles, implementation of six sigma etc which helped GE to be successful in business.
- a. What is organizational change and what are the internal and external forces of change? (10 marks)
- b. Explain Lewin’s three phases of change. (5 Marks)
- c. What strategies can be used to overcome barriers faced during change process in an organization? (5 marks)

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**Wishing you All the Best**

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