
PRINCIPLES OF MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — (3 × 20 = 60 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. "Contribution of Taylor and Fayol in the development of management thought"-Explain.
2. Evaluate the integrated approach to decision making.
3. Enumerate the characteristics of an effective leadership.
4. Explain budget as a control technique and list out its limitations.
5. Enumerate the steps involved in planning and what are its features.

6. You are a head of a large corporation that has grown by acquisition of other companies, each of which produces a different product. The practice has been to leave each acquisition under its original managers and simply make it a subsidiary of the corporation.

Each company has its own board of directors, which has all the powers that the board of an independent company possesses. The only change has been that your corporation has acquired a majority of the shares outstanding, and it can therefore influence the board, even overrule it., Your company has gained by the acquisitions simply because, as a stockholder, it receives dividends on its shares.

But some difficulties have developed. The subsidiaries are, in some cases, setting their prices too high, with the result that their sales are falling off. In other instances, some subsidiaries have been introducing products that compete with those of other subsidiaries, which seems to be a waste. In addition, there seems to be duplication of facilities that might well be handled centrally.

Question:

You decide to reorganise the whole corporation. What are some of the steps you might take?