

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**MIM – I SEM.(2017-20 BATCH****Subject: Principles of Management
(End Term Examination)****Maximum Marks: 50****Duration: 3 hrs****24/11/2017****Instructions:**

- 1. Question 1 is compulsory.**
- 2. From the remaining questions, select any 4.**

		Marks
Q1.	<p>The Marketing manager of SIGMA Enterprises, Mrunali Pandey stepped out of the conference hall in a pensive mood after an important meeting called by the CEO. The meeting was attended by the heads of various departments in the company and was convened to discuss the targets for the coming assessment year. Mrunali had a formidable sales target to achieve and wondered how she would be able to meet those seemingly impossible goals. This fear was further aggravated by the fact that the productivity levels of employees in the company had been falling. Mrunali was under tremendous pressure from the management to improve the performance of her team. She also had to deal with the decreasing levels of employees' morale in her 24-member team. As a first step, Mrunali informed her team members about a meeting that she planned to hold the next day. She then drafted a plan of action that she intended to discuss with her team. The next day, Mrunali began the meeting by informing her team members about the corporate meeting she had attended. She then said, "We have a difficult task ahead for this year, and your participation and involvement is essential to achieve the goals". She then invited suggestions from her team members regarding the role to be played by each of them. The meeting then progressed on to setting of individual targets for by each team member as it was felt that this would help in accomplishing the organizational goals. Specific goals were, therefore, set and agreed upon by all the team members. The team aimed to increase the organizational profits by 18% over the next six months. They sketched out a plan of action to achieve the targets set for the team and decided that they would meet once every two months to monitor their progress. Two months later, the team met again and received their progress. Mrunali also gave a feedback on the performance of every member of the team. The team then collectively identified the areas of improvement and decided upon the measures they would take to overcome their</p>	10

	<p>shortcomings. The final review meeting was held just before the annual general meeting attended by the top management. The team was surprised to see that they had achieved their targets. Besides, the employees were also motivated as the management gave adequate recognition to their involvement and participation in achieving team goals. The target to be achieved by the team was highly challenging. This further motivated the team members as they had better opportunities to prove their problems solving skills. The outstanding performance of the sales team helped the organization achieve its overall annual target.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What is the practice that Mrunali Pandey followed while setting goals for team members? Discuss the process that motivated her team to contribute? 2. How has she integrated individual & organizational goals? 	
Q2.	Just as planning, controlling should also be a dominantly forward-looking function.” Comment.	10
Q3.	Discuss the various types of rganizationaltion using a diagram showing the various rganizational structures.	10
Q4.	How has management evolved over time? Describe Frederick W. Taylor’s contributions to scientific management.	10
Q5.	‘Decision making is the primary task of the manager.’ Comment. Give examples of programmed and non- programmed decisions.	10
Q6.	What is total quality management? Why is benchmarking an important component of TQM? Explain.	10
Q7.	Suppose you’re a manager at Google’s Hyderabad facility. How would you gauge a potential hire’s ability to work as a team member? Discuss the various stages of group development.	10
