

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

First Semester MBA Degree Examination March 2021

Course Code: 20MBA101**Course Name: INTRODUCTION TO BUSINESS**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

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|---|--|-----|
| 1 | Enumerate the different levels of strategy | (2) |
| 2 | What do you understand by 3x3 writing? | (2) |
| 3 | Why do familiar people form team easily .Explain on the basis of various stages of team formation. | (2) |
| 4 | Which are the commonly used inventory control techniques? | (2) |
| 5 | Explain how individual decision making is different from group decision making. | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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| 6 | Differentiate between Centralisation and decentralisation. Comment on the type of organisations that can follow a centralised approach in decision making, highlighting the advantages and disadvantages. | (10) |
| 7 | Why creative organisations outperform others? Discuss the various methods to enhance creativity in organisations. | (10) |
| 8 | You are the purchase manager of ABC Ltd. Write a letter to your supplier regarding your concern on the quality of the materials received as the rejection rate is showing an increasing trend. | (10) |
| 9 | Discuss the major control systems to ensure effective controlling in organisations. | (10) |
| 10 | Briefly explain the nature, significance and functions of management. | (10) |

PART C

Compulsory question carrying 20 marks

11 On Monday morning Sanjay, a recent recruit from a reputed management institute in Manipal walked into the sales office of a large computer hardware firm in Chennai as a sales trainee. Sanjay had to report to Raghavan, the zonal manager. Raghavan's job consisted of overseeing the work of sales officers, field executives and trainee salesmen numbering over 50 of three areas namely Chennai, Bangalore, and Trivandrum. The sales growth of computers, parts and other office equipment in his area was highly satisfactory, especially in recent years.

When Sanjay met Raghavan at his office, he gave Sanjay several sales reports, catalogues and pamphlets describing in detail the types of office equipment sold by the company and showed him to his assigned desk. Thereafter Raghavan excused himself and did not return. Sanjay spent the whole day scanning the material and at 5.00 pm he picked up his belongings and went home.

- (a) What do you think about Sanjay's orientation programme?
- (b) Is there any need for training for Sanjay? Substantiate your answer.
- (c) Distinguish between orientation and training.
- (d) What type(s) of sales training programme would you suggest?

(4 X 5 = 20 marks)
