

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
First Semester MBA Degree Examination December 2021 (2020 scheme)

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
1	Define 'Management'.	2
2	State the definition of 'Strategic Planning'	2
3	Define 'Controlling'.	2
4	Mention the difference between recruitment and selection.	2
5	Define leadership.	2

PART B

Answer any 3 questions. Each question carries 10 marks

6	Highlight the types and steps in the process of negotiation.	10
7	Explain the nature, advantages and disadvantages of MIS.	10
8	What are the steps in the process of strategic analysis? Also list the benefits of strategic analysis.	10
9	Highlight the levels and types of controlling. What are the steps in the process of controlling?	10
10	Discuss the process and effect of conflict.	10

PART C

Compulsory question carrying 20 marks

11	<p>ABC computers were founded in 1975 and it enjoyed a fast early growth. However, success did not last long because of the introduction of personal computer and stiff competition in the market. Several executives were of the opinion that the company needed a more professional approach. The pros and cons were weighed and a CEO with a proven track record from an MNC was appointed to give A8C Computers the much needed direction.</p>	20
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The new CEO employed cost-cutting measures to improve the company's profitability. He also resorted to other measures like minimizing duplication of efforts, improving R & D, and promoting a healthy interpersonal relationship amongst departments. These and other steps taken resulted in a tremendous increase in the company's earnings.

Questions

1. Explain the relationship between planning and controlling.
2. What are the other types of plans which can be used for controlling ABC Computers?
