

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

First Semester MBA Degree Regular and Supplementary Examination December 2023

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 span of control and any two factors affecting span of control (2)
- 2 Discuss the concept of enterprise with an example. (2)
- 3 Reflection and empathy are the two sides of effective oral communication. What do you mean by 'reflection' and 'empathy'? (2)
- 4 Organizations today operate in a highly competitive, global environment, making creativity crucial. Enumerate any two barriers to creativity (2)
- 5 "Information is the lifeblood of an organisation". Comment on the statement enlisting the need for Management Information Systems. (2)

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

- 6 'Planning is looking ahead and controlling is looking back'- Comment on the statement emphasising the planning and control processes. (10)
- 7 Enumerate the different types of training methods and which method(s) will best be suited while you are training someone to use a new accounting software package in a medium-sized firm? (10)
- 8 Why do business organizations give importance to written communication? Explain the principles of effective writing. (10)
- 9 What do you mean by decision-making? Explain various techniques and process of decision-making. (10)
- 10 Discuss the importance of strategic management for a firm's competitive performance. (10)

PART C

Compulsory question carrying 20 marks

- 11 AMBER pharmaceutical is a pharma company manufacturing and marketing drugs. The research staff has developed a number of new products and formulations which are effective. But at the same time, the company is facing severe competition from stalwarts. Mr. Shah, Vice President marketing has been highly successful throughout his career and has been with AMBER for the past 4 years. Though Mr. Shah had ambitious plans for capturing the market size, his marketing department and the marketing team were lean and thin. The field sales staff was given aggressive targets and they worked to their best to achieve their targets. Mr. Shah had himself been working almost 11-12 hours a day. (20)

There was no formal appraisal and reward system in the company. During the last five years more than 60 medical representatives and the Area supervisors had left the company due to unsatisfactory increments and promotions. Even though the employee turnover was high, Mr. Shah didn't care about this. He was overconfident that he would be able to hire freshers as well as experienced people from other companies and make up for this turnover. Mr. Shah had never communicated to the field staff about their performance or reasons for not recognising their achievements. There was a whole great dissatisfaction and good performers were leaving the company.

- a) What do you think is the problem in 'AMBER'?
- b) If you were replaced as Vice President Marketing, what steps would you take to correct the situation?
- c) Design a suitable system for performance appraisal.
- d) Is there any training requirement before launching the appraisal system?

(4 X 5 = 20 marks)
