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# P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

First Semester, Master of Business Administration (MBA)

Semester End Examination; Jan. - 2020

Management Fundamentals and Organization Behaviour

Time: 3 hrs

Max. Marks: 100

Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case study) is compulsory.

Q. No.	Questions	Marks
<b>PART - A</b>		
1 a.	State the basic functions of Management.	10
b.	What are the three components of a managerial role by Mintzberg?	10
<b>OR</b>		
2 a.	Highlight the administrative theory by Henry Fayol.	10
b.	Explain the levels of management.	10
3 a.	What are the various stages in planning?	10
b.	Briefly discuss the decision making techniques.	10
<b>OR</b>		
4 a.	Explain in detail with a neat sketch the steps involved in controlling process.	10
b.	Explain SWOT and PEST Analysis.	10
5 a.	What is MBO? Briefly explain the basic steps in the MBO Process.	10
b.	What is strategy? Explain the features of strategy.	10
<b>OR</b>		
6 a.	What is a Divisional organizational structure?	10
b.	Differentiate between centralization and de-centralization.	10
7 a.	Define OB. Describe its opportunities and challenges.	10
b.	Discuss the personality attributes influencing OB.	10
<b>OR</b>		
8 a.	Explain McGregor's Theory 'X' and 'Y'.	10
b.	Explain different leadership styles.	10

Contd...2

**PART - B (Case Study Compulsory)**

9. Ranjith Madans just been hired as VP of Sales and marketing for D.D. Laboratories as medium size manufacturing of Barometric gauges and whether instruments, D.D. manufactures, distributes and sells products designed for both Land and Marine Use. Land Instruments are adapted to marine use on boats, locks, light house and sea planes.

Their corrosion is prevented by special heavy galvanizing process. Market survey show that the market for such measurement devices is growing rapidly throughout the country.

D.D. Laboratories is attempting to break into the military market for both land and marine models. This market has the potential to become larger than the civilian market, but it can be very uncertain because of political influences on expenditure.

Manufacturing plants are in Mangalore which services and distributes to the states of Karnataka, Kerala and Goa and Maharashtra and at Vijayawada which meet the need of Eastern states.

Madan has been given complete authority by the president of D.D. Laboratories to re-organize the marketing department into any structure that will maximize profit ability.

- a) What organizational structure do you think will be best to organize D.D. Laboratories and Marketing department? Draw an organization chart and justify your answer. 10
- b) Design an alternate organizational structure and discuss its advantages and disadvantages. 10

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