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

(An Autonomous Institution affiliated to VTU, Belgaum)

Third Semester – Master of Business Administration (MBA)

Semester End Examination; Dec. - 2015

Organization Structure Process and Design

Time: 3 hrs

Max. Marks: 100

Note: Answer any FOUR full questions from PART - A and PART - B (Case Study) is compulsory.

PART - A

1. a. Define power? Explain the different bases of power. 10
- b. Explain the employee Responses to organizational power. 10

OR

2. a. What is organizational design? Mention the purpose of organizing. 10
- b. Define organizational structure? Explain centralization, decentralization and formulation 10
3. a. Why do structures differ? 10
- b. Draw the three dimensional model of environment. 10

OR

- 4 a. Explain the different types of organizational structures. 10
- b. Distinguish between mechanistic origination and organic organization. 10
5. a. Explain the following:
 - i) Innovation strategy 10
 - ii) Cost minimization strategy 10
 - iii) Imitation strategy 10
- b. What is departmentalization? Mention the difference forms of departmentalization 10

OR

6. a. What is bureaucracy? Mention the strengths and weakness of bureaucracy. Explain the characterizations of bureaucracy. 10
- b. Explain burns and stalker the mechanistic and organic organization. 10
7. a. Explain buffering and smoothening internal strategies. 10
- b. Explain the features of importance of the organizational structure. 10

OR

8. a. Define conflict. Differentiate between the traditional, human relations and interactionist view of conflict, outline conflict process. 10
- b. Examine the factors affecting organizational structure. 10

PART – B
CASE STUDY

9. On March 14, 2000, Stephen King, the horror writer, published his new book, riding the bullet, on the internet before it appeared in print. Within 24 hours, around 400,000 people had downloaded the book- even though most of them needed to download the soft ware in order to read the book. The unexpected demand crashed servers. According to jack Romano’s, President of Simon and Schuster, “I don’t think anybody could have anticipated how many people were out there who are willing to accept the written word in a paperless format”. To many, this announced the coming of the electronic novel. Environmentalists applauded that e-books would soon replace paper books and newspapers, thus reducing pollution coming from paper mills and landfills. The king books were easy to download and took less time than a trip to the book store. Critics argued that the king book used the internet because at 66 pages, it was too short to be a standard printed novel. It was also free, so there was nothing to discourage natural curiosity. Some people in the industry remarked that 75% of those who downloaded the book did not read it.

Questions:

- a) Make a SWOT Analysis for e-publishing 10
- b) Discuss the future of publishing business, with the advent of e-publishing 5
- c) Suggest strategies for promoting novel in paperless format. 5

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