

Register Number :

Name of the Candidate :

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**M.B.A. (E-Business)
DEGREE EXAMINATION, 2011**

(FIRST YEAR)

(PAPER - I)

110. MANAGEMENT CONCEPTS

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5× 3=15)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the contributions of the human relations school ?
2. How to measure social distance ?
3. What is the scope of the line authority ?
4. How does delegation differ from decentralization ?

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5. What are the outcomes of the interaction theory of motivation ?
6. What is the effect of procrastination in making the decisions ?
7. What is feed forward control ?
8. What is the position of a supervisor in management ?

SECTION - B

(3×15 = 45)

Answer any THREE questions.

All questions carry equal marks.

9. How to arrive at the hierarchy of objectives in accomplishing the MBO ?
10. How to formulate and administer the policies in an organisation ?
11. Examine the role, relevance, purpose and the pitfalls of committee form of organizations.
12. Explain the importance and significance of financial and non-financial incentives.
13. Discuss the merits and demerits of any three methods of decision making.

Parety who was told to report to work at 6.00 a.m. and stay till 9.00 p.m., irrespective of whether there was enough work for him to do or not felt it to be an insult to his integrity and quit his job and formed his own airline.

Eventually, People Express declared bankruptcy, because it could not generate enough revenues to meet the operating expenses and other debts.

Discussion questions :

1. Do you think that the change from participating management style to a more classic one contributed towards the final collapse of People Express ?
Explain your reasons.
2. Do you think that a particular style of management that is effective when the company is growing is equally effective when the company has grown large ?
Justify your explanation.
3. Why do you think Donald Burr changed his managerial style ? Was he justified in firing Lori Dubose because she disagreed with his managerial policies ?

handling the baggage and passenger comfort was given the top priority. Every employee was given the opportunity and encouraged to know the company well. Even top executives rotate from job to job to learn the major aspects of the business.

People Express was expanding its operations very fast. Within 5 years of its formation, it acquired Frontier Airlines and became the fifth largest airline in the country. Since the infra-structure and operational resources did not match the fast expansion, People Express experienced its first losses and with it, its managerial style changed. It changed from participative style of management and a family type organization to a more traditional style. Donald Burr took charge of the airline and began dictating policies and it became risky for employees to speak out. One of the ordinal architects of life time employment at People Express, Lori Dubose was fired when she started asking questions and speaking critically about some aspects of operations. Similarly, another director of the company, Harold

SECTION - C (1×15 = 15)

(Compulsory)

14. Behavioural approach to management, generally based upon the conclusions drawn from the Hawthorne experiments, proposes that productivity increases when the workers are recognized as important members of the organizational family. That is what People Express did. Every employee was given a share in the ownership of the company and life time employment security was offered to all. People Express became a classic example of organizational success and managerial effectiveness.

Donald Burr was the founder and chairperson of People Express. He has been credited with building a humane kind of organization where employees were given a great deal of freedom of operation. Since every employee was a part owner of the company, there was no class distinction between the managers and workers. Managers helped workers in carrying out their duties, pilots helped out in

Turn Over