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MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.DES. (ID) DEGREE EXAMINATION – DEC 2019/JAN 2020

SUBJECT: BID 309 – PRINCIPLES OF BUSINESS MANAGEMENT
(2015 SCHEME)

Monday, January 06, 2020

Time: 10:00 – 13:00 Hrs.

Max. Marks : 50

- ✗ Answer any FULL FIVE questions.
- ✗ Answer all parts of a question.
- ✗ Assume suitable data wherever necessary.

- 1A. What is span of control? What are the different factors affecting span of control?
1B. Explain the different types of budget.

(4+6 = 10 marks)

- 2A. What are the various steps in selection procedure of staffing?
2B. Explain the different types of decisional roles given by Henry Mintzberg?

(6+4 = 10 marks)

- 3A. With a neat sketch explain the planning tool used for business portfolio analysis along with different strategies used.
3B. What is the importance of planning and what are the challenges while planning in an organization?

(6+4 = 10 marks)

- 4A. What are the ingredients of leadership?
4B. What is Theory Z of business management? Write the different managerial practices followed in Theory Z type organization

(4+6 = 10 marks)

- 5A. Explain the following Henry Fayol's principles of management with examples.
i) Division of labour ii) Unity of command iii) Stability of tenure
5B. Explain the functions of management briefly.

(5+5 = 10 marks)

- 6A. Explain the different leadership styles based on use of authority.
6B. Define staffing. What is job description, job specification and job evaluation?

(6+4 = 10 marks)

