



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIRST TRIMESTER (Batch 2019-21)
END TERM EXAMINATIONS, SEPTEMBER-2019
SET - I

Course Name	Principles of Management	Course Code	GM 101
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

1. Shivam joined as CEO at Infra Ltd., a firm into manufacturing of Computer hardware. He addressed the employees on his first day, wherein he emphasised that a good company should have an employee suggestion system and he wished to minimize employee turnover rate to enhance organizational efficiency. He informed all the employees that he would ensure that all the agreements are clear, fair and there was judicious application of penalties. However, he added that he believed that lazy personnel should be dealt with sternly to send the message that everyone was equal in the eyes of management. Also, that he wanted to promote the team spirit of unity and harmony among employees, which would give rise to a spirit of mutual trust and belongingness among team members and eventually minimize need for using penalties. He told all present that the interests of the organization should take priority over the interests of any individual employee.
 - a) Enumerate the principles of management given by Henri Fayol and critically evaluate any five principles, which Shivam highlighted in his address to the employees.
 - b) Also state two shared values that Shivam wished to spread in the organization that must be adapted by every employee. Justify its utility. (4 X 2)
2. Now that you have completed the course Principles of Management (POM), you have been offered a job as Manager, to manage the fast food outlet of Pizza Hut at DLF Mall, Noida. Critically evaluate the managerial activities you are likely to perform in order to maximize the output of the outlet, keeping in view the tough completion from other such outlets in the marketplace. (8)
3. A company 'M' Ltd. is manufacturing mobile phones both for domestic Indian market as well as for export. It has enjoyed a substantial market share and also had a loyal customer following. But lately it has been experiencing problems because its targets have not been met with respect to sales and customer satisfaction. Also mobile market in India has grown tremendously and new players have come with better technology and pricing. This is causing problems for the company, so it is in process of revamping its controlling system and take other necessary steps to rectify the problems it is facing.

- a) Evaluate the benefits the company will derive from a good control system. (3)
 - b) Review the steps in the control process that the company should follow to remove the problems it is facing. (5)
4. Mr. Partho Ray has come to know that his reporting structure has been extended to new Project leader of a construction project at running at Maldives along with his existing reporting to Head Office at New Delhi.
- a) Explain the reporting with the help of a suitable organization structure. (3)
 - b) Identify the type of the organization structure and evaluate various pros and cons of this kind of reporting structure. (5)
5. Ms. Bhavani has always been identified as a manager obsessed with tasks and ignoring the needs of people; so there have been complaints against her regarding her poor people management skills, even leading to low morale and high attrition of the team members. As a management expert, you have been asked to assess her management style and advise Ms. Bhavani about the need for balancing task-orientation with people skills to become an effective leader. Propose a suitable leadership style along with a diagram. (8)