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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2025**

Accounting and Finance / Commerce

COP1CJ101/COM1CJ101—MANAGEMENT PRINCIPLES AND APPLICATION

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

*Answers should be written in English only.***Section A***Answer all questions.**Each question carries 3 marks ; ceiling 24 marks.*

- 1) What are the functions of management ?
- 2) Explain the concept of managerial competency.
- 3) What do you mean by line organisation ?
- 4) What is the difference between authority and responsibility ?
- 5) What is the Trait Theory of leadership ?
- 6) What is McGregor's Theory X ?
- 7) What is the Control Process in management ?
- 8) Name two types of conflict within groups.
- 9) List two principles of business ethics.
- 10) Name two barriers to effective communication.

(Ceiling 24 marks)

**Section B***Answer all questions.**Each question carries 6 marks ; ceiling 36 marks.*

- 11) Do you think management is an art ? Justify your answer.
- 12) Elaborate in detail the process of planning.
- 13) Explain the structure of Line and Staff organisation.
- 14) Elaborate the importance of departmentalisation.

**Turn over**

- 15) Analyse the importance of effective communication in an organisation.
- 16) Discuss different techniques for employee motivation and how these can lead to goal persistence in the workplace.
- 17) Define business ethics. Describe its important features.
- 18) Discuss the contributions of C.K.Prahlad to management.

(Ceiling 36 marks)

### Section C

*Answer any one question.  
The question carries 10 marks.*

- 19) Define motivation. Explain in details any four theories of motivation.
- 20) You have been assigned to lead a cross-functional project team at a mid-sized technology company. The team consists of four members from different departments:
  - **Sophie (Product Development)** : She is highly knowledgeable in her field and prefers a structured, directive environment. She expects clear instructions and is hesitant to take risks.
  - **Ravi (Sales)** : He is a natural relationship-builder and thrives in collaborative settings. He is flexible but sometimes needs guidance on priorities.
  - **Jaseela (Finance)** : Jaseela is detail-oriented and follows rules strictly. She prefers minimal ambiguity and is resistant to rapid changes.
  - **David (Marketing)** : David is highly innovative and willing to take risks, but often lacks focus on process. He requires frequent feedback and independence to work effectively.

As the team leader, you need to decide on a leadership approach that can motivate and guide the team towards success. The project is challenging and time-sensitive, requiring all team members to work effectively together.

#### Questions :

- a) What leadership style would be most effective for leading Sophie, Ravi, Jaseela, and David? How can you adapt your leadership style to suit each individual?
- b) What potential challenges might arise from using a specific leadership style with this diverse team? How would you address these challenges to ensure the project's success?
- c) How would you handle a situation where David (Marketing) proposes an idea that conflicts with Jaseela's (Finance) strict adherence to budget constraints? What leadership approach would help mediate this conflict and bring the team towards a consensus?

(1 × 10 = 10 marks)