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**MIBH 401**

**First Semester M.B.A. (IB) Degree Examination, December 2018**  
**INTERNATIONAL BUSINESS**  
**Management Concepts and Practices**

Time : 3 Hours

Max. Marks : 70

SECTION – A

(1×15=15)

**(Compulsory)**

**Note :** Answer to this question should **not** exceed **six pages**.

1. What environmental factors influenced the development of these schools of management theory ? Scientific management, Classical organization theory, behavioral and management science.

SECTION – B

(5×8=40)

**Note :** Answer **any five** questions. **Each** question carries **8** marks. Answer to this question should **not** exceed **5 pages**.

2. What is management ? Discuss in detail the functions of management.
3. Describe the four basic stages in the rational models of decision making and problem solving.
4. What is Departmentation ? How is it essential for the management of a business enterprise ?
5. Discuss in detail the process of management control.
6. What is informal organizational structure ? Under what conditions would a matrix structure be most suitable ? What are its advantages and disadvantages ?
7. What is staffing ? Explain nature and purpose of staffing.
8. Discuss why communication is so important for managers in performing their jobs and also give the basic model of communication ?

P.T.O.



9. Write short notes on :
- a) Corporate governance
  - b) Business process outsourcing.

SECTION – C  
(Compulsory)

(1×15=15)

**Note :** Answer to the question should **not** exceed **six pages**.

10. Two companies X and Y producing 40 count cotton yarn with similar levels of investment, size and labour force have been competing with each other. All their costs, such as raw materials, power, wages, administrative, sales, interest and depreciation expenses, have been the same. Company X has been earning around 1.2 times of the net profit level when compared to the net profit earned by company Y. The management of company Y appointed a task force to find out the reasons for the same. On detailed analysis carried over by the task force, it was found that the motivation level of employees of company X was relatively far higher than that of company Y. It was mainly on account of certain facilities provided to company X such as environment on the shop floor in terms of space for movement, lighting arrangements, canteen facilities, pickup and drop facility from home to company and back and a free membership of a local club. It was also found that emphasis of company X had free access to top management and every month employees achievements used to be recognized by giving them token prizes; handed over to them by the top management in person in a function organized by the company.

**Questions :**

- i) Elaborate the benefits provided by company X as per the Herzberg's two factor theory.
  - ii) Discuss the impact of the provisions provided by company X on the performance of employees and more returns for company X.
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