

variation of monopoly. Clients range from furniture stores to the Los Angeles Dodgers Baseball Team. The lesson for managers is : Listen to your employees, they are smarter than you think. And after listening, provide modest rewards to reinforce behaviours that generate improvement ideas.

Question :

Design one method by which a manager could go it alone without purchasing the services of a provider such as I POWER.

H 1010

M.B.A. DEGREE EXAMINATION, JUNE 2014.

First Semester

General/Marketing/Finance/International
Business/HRM

MANAGEMENT PROCESS AND BEHAVIOUR

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Why does an organisation need to develop strategy?
2. What are the techniques of management behaviour?
3. What is the design of organisational structures to support creative process in management?
4. What are the basic assumptions of organisational culture?
5. What are the types of personal values that determine attitude?

6. How are communication channels used in organisations?

7. What are the different styles of management behaviour?

8. Examine various types of organisational learning.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. What are the jobs of a manager?

10. How can a SWOT analysis be used in planning for a organisation?

11. Write notes on :

(a) Quality circles

(b) Self-managed team

(c) Cross-functional team.

12. Examine various personality traits.

13. What action would you recommend as a manager to motivate a work group to thrive on organisational learning?

14. Describe the types of pay-for performance systems.

15. Explain the main components of the communication process.

16. What is called behavioural style? How does it influence the relationships between people at work in an organisation?

SECTION C — (20 marks)

(Compulsory)

17. Cast study :

The power within

Most managers find it difficult to creatively incorporate theories of perception, learning, and personality into their day-to-day practices. While sub consciously aware that such forces affect individual behaviours, they don't know how to alter their own behaviours to bring out the best from their followers. Therefore, managers often have the tendency to hire the services of outside specialists to provide the training and introduce into their organizations the programs that may sharpen perception and learning.

I POWER (Idea Power) is one such program. This organisation works with about 1,500 client companies with programs designed to increase the generation and implementation of new ideas to pose problems, propose solutions and provide rewards for reinforcement. I POWER's approaches range from brainstorming interventions to a game