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MANIPAL UNIVERSITY
DUBAI CAMPUS
FIRST SEMESTER B.B.A. DEGREE EXAMINATION – JANUARY 2009

SUBJECT: INTRODUCTION TO BUSINESS (MGT 101)

Monday, January 12, 2009

Time: 3 Hrs.

Max. Marks: 100

Section I(Compulsory)

Klipper Kuik, Inc. sells sail boats to upper crust clients who live in the Maryland. The company has been in existence only a short time, but sales are up and business is booming. Sara Tonin, the CEO, got the company off to a good start with her patented sail design. However, Jibb, who she assigned to supervise the sales staff, has had problems getting his salespersons motivated to do their job. Some seem to want no supervision while others want to know exactly what it is they are supposed to do. A couple of them insist on being managers themselves. Jibb is confused about how to organize and lead the staff. Should he develop teams, supervise them individually, or just leave them alone?

Answer the following questions with reference to the above case:

1. Analyze Jibb's leadership style and compare with other styles.
2. Explain Mc Gregor's Theory X and Theory Y with reference to the above case.

Section II (Answer any four)

1. What are the various forms of business? List their advantages and disadvantages.
2. What are the functions of Management? Explain.
3. What are the various modern production techniques being used. Explain.
4. Explain Product life cycle with the help of a diagram
5. What is Ethics ? Explain through examples the meaning of Corporate Social responsibility.
6. What is Promotion Mix? Explain with examples.