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MANIPAL UNIVERSITY
DUBAI CAMPUS

**BACHELOR OF BUSINESS ADMINISTRATION (BBA) – I SEMESTER DEGREE
EXAMINATION – JANUARY 2010**

SUBJECT: PRINCIPLES OF MANAGEMENT (MGT-102)

Thursday, January 14, 2010

Time: 9.00 to 12.00 Hrs.

Max. Marks: 100

Instructions:

- 1. Answer any four questions from PART A**
- 2. PART B of the question paper is compulsory.**

PART A

1. Discuss with the help of example the steps involved in the planning process. (20)
2. Discuss with the help of examples the various barriers to communication. (20)
3. What is meant by Organizational Structure? Explain with the help of diagram the various forms of Organizational Structure? (20)
4. Throwing light on the social responsibility, discuss the four levels of ethical questions in business. (20)
5. Explain the Managerial Grid Theory of leadership. Which leadership style in the grid do Blake and Mouton believe is most effective? (20)
6. Write notes on: (10+10)
 - a) Management process
 - b) Managerial skills

PART B (COMPULSORY)

Barnes Hospital

The following episode took place on a cool October day at Barnes Hospital in St. Louis.

Diane Polanski called Dr. Davis, the hospital's administrative director, and asked for an immediate appointment. Davis could sense by the anxiousness in Diane's voice that something was up. He told her to come right up. About five minutes later, Polanski walked into Davis's office and handed him her letter of resignation.

"I can't take it any longer here, Dr. Davis," she began. "I've been a nursing supervisor in the maternity wing for four months, but I can't get the job done. How can I do a job when I've got two or three bosses, each one with different demands and priorities? Listen, I'm only human. I've tried my darndest to adapt to this job but I don't think it's possible. Let me give you an example, but believe me, this is not an unusual case. Things like this are happening every day.

"When I came into my office yesterday morning at about 7:45, I found a message on my desk from Dana Jackson [the hospital's head nurse]. She told me that she needed the bed-utilization report by 10:00 A.M. that day, so that she could make her presentation to the board in the afternoon. I knew the report would take at least an hour and a half to prepare. Thirty minutes later, Joyce [the nursing floor supervisor and Diane's immediate supervisor] came in and asked me why two of my nurses were not on duty. I told her that Dr. Reynolds [head of surgery] had taken them off my floor and was using them to handle an overload in the emergency surgical wing. I told her I had objected, but Reynolds said there were no other options. So what did Joyce say? She told me to get those nurses back in the maternity section immediately. What's more, she would be back in an hour to ensure that I got things straightened out! I'm telling you, Dr. Davis, things like this happen a couple of times a day. Is this any way to run a hospital?"

Questions

1. What is the formal chain of command? (4)
2. Has anyone acted outside his or her authority? (4)
3. What can dr. Davis do to improve conditions? (4)
4. "There's nothing wrong with the structure at Barnes Hospital. The problem is that Diane Polanski is an ineffective supervisor." Do you agree or disagree? Support you position. (4)
5. Could Ms. Polanski have developed any power bases that might have allowed here to deal better with the competing demands on her? (4)
