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Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 1C 02—MANAGEMENT THEORY AND BUSINESS ETHICS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is Espirit De Corps ?
2. Differentiate Staff and line function.
3. What is Storming ?
4. What is meant by Esteem Needs ?
5. State the relevance of Work Ethos.
6. What is Ethical dilemma ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Explain Contributions of Marry Parker Follet.
8. Elaborate the various types of decisions with examples.
9. Discuss the methods of job evaluation.
10. Explain the principles of direction.
11. What is the role of Ethics Committee ?
12. State the merits and demerits of committee form of management.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Critically evaluate Herzberg theory.
14. Compare Trait theory and Contingency theory of leadership.
15. Discuss the role of international organizations in promoting ethical practices.
16. Discuss the legal framework of Corporate Governance in India.
17. Explain the change management strategies.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

Carries 6 weightage.

18. In a setback to Nestle India Ltd, in 2019, the Supreme Court of India lifted a stay on the proceedings of a class-action suit filed by the Central government against the maker of Maggi noodles. The National Consumer Disputes Redressal Commission (NCDRC) can now continue proceedings against Nestle India, based on the results of tests of Maggi noodle samples conducted by the Central Food Technological Research Institute (CFTRI) in Mysuru. In December 2015, the top court had stayed NCDRC proceedings against Nestle India and directed the testing of the noodles by CFTRI. In April next year, Nestle cleared all tests and Maggi was declared safe for consumption.

The government had approached the consumer court alleging unfair trade practices, false labelling and misleading advertisements by Nestle and sought a compensation of ₹ 640 crore under the provisions of the Consumer Protection Act, 1986. The apex court's ruling means that Nestle may have to review its packaging and change the way it advertises the noodles brand. Senior advocate Abhishek Manu Singhvi, appearing for Nestle, told the court that the Mysuru-based lab had found the noodles to contain lead "within permissible limits" and that it could not be ascertained whether the monosodium glutamate (MSG) in it was natural or added. The 2015 Maggi ban was a big blow to the Indian arm of the Swiss foods company, which took a hit of more than ₹ 500 crore as it recalled and destroyed more than 35,000 tonnes of noodles from 3.5 million retail outlets in June 2015. "Nestle had seen favourable outcomes from international and national labs for its Maggi samples before it hit the market. I do not see any major issue hitting the company in this regard," said Abneesh Roy, senior vice-president at Edelweiss Securities.

- a) Discuss the relevance of this case on the backdrop of increasing demands for better business practices.
- b) Whether a multinational company is supposed to follow different food safety standards in different countries ?

(1 × 6 = 6 weightage)