

D 12389

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Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, JANUARY 2021**

M.B.A.

BUS 1C 02—MANAGEMENT THEORY AND BUSINESS ETHICS

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all questions.  
Each question carries 1 weightage.*

1. Explain Scalar Chain.
2. What is Line function ?
3. What is Refreezing ?
4. What is Productivity ?
5. Differentiate between Law and Ethics.
6. What is Ethical Audit ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any four questions.  
Each question carries 3 weightage.*

7. Elaborate the concept of Scientific Management.
8. What is meant by planning premises ?
9. Explain the advantages of informal organization.
10. Explain features of Project Organization.
11. Explain Whistle Blowing with Example.
12. Is *Nishkama Karma* practical in business organization ?

(4 × 3 = 12 weightage)

**Part C**

*Answer any three questions.  
Each question carries 4 weightage.*

13. Explain basic types of departmentation.
14. Explain Need hierarchy Theory.

**Turn over**

15. Elaborate the concept of Management Grid.
16. Comment on CSR initiative of any Indian firm.
17. Explain the role of organizational culture in ethical decision making.

(3 × 4 = 12 weightage)

#### **Part D**

#### **Compulsory question.**

*Carries 6 weightage.*

18. Kerala has historically had a strong co-operative structure, working in diverse fields. A large part of the success story of the Kerala co-operatives can be explained by the very strong base the co-operative structure has at the primary level. The Primary Agricultural Cooperative Societies (PACS) represent the most critical and foundation of the cooperative structure. These are called by different nomenclature - Farmers' Service Cooperative Societies; Primary Agricultural Credit Cooperative Societies; primary cooperative rural banks; multipurpose co-operative societies etc, but undertake the basic function of financial intermediation of collecting deposits from members and purveying agricultural credit. These co-operatives have federated at the district level to form the District Co-operative Banks (DCBs) and they in turn have federated at the state level to form the Kerala State Co-operative Bank (KSCB). The three-tier structure of cooperatives is the model that we have adopted across the country. Historically there have been valid reasons for the co-operatives to have a three-tier structure. However, in the changing circumstances, there have been significant structural changes in the rural cooperative banking structure worldwide, and Kerala also to preferred restructuring. The Kerala Government has decided in principle to merge/amalgamate the DCBs and the KSCB into a single entity named Kerla Bank, with a view to provide better services to the members of the primary co-operatives.

The commercial banks have a network of branches and ATMs and have enabled themselves technologically to provide inter-operable services to their customers. The cooperative system is making its attempts and all the fourteen banks are computerized. However, there is a need for these co-operatives to come together - using the principle of co-operation amongst co-operatives to have a networked solution which shows the power of the collective. The solution of having a collective platform - firstly on information technology and branding will not only help customization and member responsiveness at the PACS level, but will also put the co-operative spirit and the power of the collective at the centerpiece when it comes to competing at the market place. The power of the collective will also help the co-operative network to offer services that are based on size and are capital and technology intensive (credit/debit cards, insurance services, pension services, remittance services etc.) on the strength of the co-operative branding.

- a) What may be the challenges to the amalgamation and automation of Cooperative institutions ?
- b) Suggest measures to manage the challenges identified by you.

(1 × 6 = 6 weightage)