

Subject Code: 13MBA1001

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

**I MBA I Semester Regular / Supplementary Examinations, December-2015
Management Theory and Practice**

Time: 3 hours

Max Marks: 60

Answer any five questions

All questions carry equal marks.

Question No. 8 is compulsory.

1. What are the major social responsibilities of business managers of public administrators? Have these responsibilities changed over the years? How?
2. Explain the elements of external environment influencing the management?
3. What advantages do multinational corporations have? What challenges must they meet? Give examples.
4. Discuss the logical steps involved in planning and how these steps are essential in setting objectives.
5. What is departmentation? How is it essential for the management of a business enterprise?
6. Discuss various leadership styles based on the use of authority.
7. What are the major ingredients of total quality management? Are some ingredients more important than the others? Explain.
- 8. Case study.**

Cars are changing continuously. Customers want safer, more fuel-efficient cars, and cars that 'think' for the driver. To some extent, the futuristic car is already here - but many new features evolve rather quickly. Demand for gas-electric hybrids from Toyota and Honda is great as gas prices have soared. Hybrids from Toyota (Prius), Lexus (RX 40), Honda

(civic and accord models), and ford's SUV (escape) are now more often seen on US highways. Company's such as Daimlerchrysler and other carmakers investing in hydrogen-fuel research. But it appears that this technology is still far away to be used in large numbers on passenger cars. The higher cost is only one factor in slowing the use of hydrogen-powered cars; safety and the need for a network of fuel stations are other considerations.

But the most dramatic advances can be expected in the use of electronic devices such as 'active steering' using computer controlled small electric motors in the BMW, cruise controls that can identify when the driver gets too close to other vehicle. Increasingly, 2006 vehicles are equipped with satellite radios.

The traditional haggling over price at dealerships is also changing. Consumers now can find information not only about the technical details of cars, but also price information on the internet.

- What features would you be looking for in a new car?
- How important is safety, fuel economy, reliability, looks, entertainment, and others? Give the reason for your choices.
