



CII Institute of Logistics

PGDSCM & Certificate Programs

Semester-end Examination – December 2008

MANAGEMENT PRINCIPLES FOR LOGISTICIANS

Time : Three Hours

Marks : 100

Part A

Answer all questions (20 x 1 = 20 Marks)

1.is a process, a science, an art and a profession as well.
 - a. Business
 - b. Management
 - c. Entrepreneurship
 - d. Economics
2.is the administrative function of business
 - a. Innovation
 - b. Marketing
 - c. Productivity
 - d. Operations
3. MBE stands for
 - a. Management By Exception
 - b. Management Business & Economics
 - c. Management By Economics
 - d. Marketing Business & Economics
4. Frederick Winslow Taylor is widely known as the father ofmovement
 - a. Classical Management
 - b. Scientific Management
 - c. Neo Classical Management
 - d. Managerial Economic
5. The measurement, evaluation and reporting of performance of an organization in the area of social responsibility is called
 - a. Social Audit
 - b. Social Survey
 - c. Corporate Social Responsibility
 - d. Secretarial Audit
6. The first step in any planning process is
 - a. Determining the alternate course of action
 - b. Developing the planning premise
 - c. Defining the problem
 - d. Analyzing the problem
7. Long term plans in any organization is usually driven by a major
 - a. Capital Investment Plan
 - b. Organization Restructuring
 - c. Revenue Expenditure
 - d. Funding Raising Exercise
8. Any planning process must involve ateam
 - a. Uniform
 - b. Cross Functional
 - c. Operational
 - d. External
9.is a written document that describes the minimum acceptable qualifications required of a person who fills a particular job.
 - a. Job Analysis
 - b. Job Description
 - c. Resume
 - d. Job Specification
10. Two widely used systematic job analysis approaches are theand the position analysis questionnaire (PAQ)
 - a. Systematic Job Analysis
 - b. Hawthorne Experiment
 - c. Functional Job Analysis
 - d. Competency mapping
11. “.....is a system of consciously coordinated activities or forces of two or more persons.” – Barnard
 - a. Organization
 - b. Management
 - c. Business
 - d. Government
12.is the values and beliefs shared by all in the organization.
 - a. Business Vision
 - b. Business Mission
 - c. Organization Culture
 - d. Organization Mission
13. Kurt Lewin suggested that leadership may be in three different styles: autocratic, democratic or
 - a. Pseudo Democratic
 - b. Laissez –Faire
 - c. Entrepreneurial
 - d. Institutional
14. The highest level on the Maslow’s Need Hierarchy Theory is
 - a. Self Actualization / Fulfillment
 - b. Self Esteem Needs
 - c. Physiological Needs
 - d. Social Needs
15. The theory X & Y of motivation was developed by
 - a. Maslow
 - b. McGregor
 - c. Herzberg
 - d. C. K. Prahalad
16. Management uses the technique ofchecking and controlling the operations.

- a. Internal Audit
- b. Statutory Audit
- c. Cost Audit
- d. Concurrent Audit

Part C

Case Study : Companies in Crisis - What to do when it all goes wrong?

17.refers to the system by which the required information is collected, processed and presented to the management to take better decisions.
- a. Data Warehousing
 - b. Management Information System
 - c. Marketing Information System
 - d. E-Commerce
18. In the context of foreign investments expand the acronym FDI
- a. Federal Direct Investment
 - b. Foreign Directed Investment
 - c. Federation Directed Investment
 - d. Foreign Direct Investment
19. Processed data is
- a. Knowledge
 - b. Insight
 - c. Information
 - d. Decision
20. The highest management echelon of a company is its
- a. Board
 - b. CEO
 - c. Independent Directors
 - d. Executive Board

Part B

Answer any four (4 x 10 = 40 marks)

1. Explain the various functions of management.
2. What is the purpose of business? Is a 'socially responsible' management desirable for business?
3. Discuss the decision making models
4. State the principles of organization
5. Explain 'Maslow's Need Hierarchy Theory' & Herzberg's Two Factor Theory
6. Describe the five major types of information systems in an organization.

Crisis need not strike a company purely as a result of its own negligence or misadventure. Often, a situation is created which cannot be blamed on the company - but the company finds out pretty quickly that it takes a huge amount of blame if it fumbles the ball in its response. One of the classic tales of how a company can get it right is that of Johnson & Johnson, and the company's response to the Tylenol poisoning. In the early morning of Wednesday, September 29, 1982, 12-year-old Mary Kellerman of Elk Grove Village died after taking a capsule of Extra Strength Tylenol. Adam Janus of Arlington Heights died in the hospital shortly thereafter. His brother, Stanley (of Lisle), and his wife Theresa died after gathering to mourn, having taken pills from the same bottle. Soon afterward, Mary McFarland of Elmhurst, Paula Prince of Chicago and Mary Reiner of Winfield also died in similar incidents. Investigators soon discovered the Tylenol link. Urgent warnings were broadcast, and police drove through Chicago neighborhoods issuing warnings over loudspeakers.

As the tampered bottles came from different factories, and the seven deaths had all occurred in the Chicago area, the possibility of sabotage during production was ruled out. Instead, the culprit was believed to have entered various supermarkets and drug stores over a period of weeks, pilfered packages of Tylenol from the shelves, adulterated their contents with solid cyanide compound at another location, and then replaced the bottles. In addition to the five bottles which led to the victims' deaths, three other tampered bottles were discovered. In 1982, Johnson & Johnson's Tylenol medication commanded 35 per cent of the US over-the-counter analgesic market - representing something like 15 per cent of the company's profits. By the end of the episode, everyone knew that Tylenol was associated with the scare. The company's market value fell by \$1bn as a result.

Answer any four (4 x 10 = 40 marks)

- 1) As a manager what would be your first reaction. Would you adopt a passive or a proactive strategy?
- 2) What measures would you have taken to control the impact of the crisis?
- 3) Discuss the costs & benefits of your action.
- 4) What other risk management efforts would you pursue once you have the situation in control?
- 5) Can you think of any Indian companies that were faced with similar situations & their response to the same?
- 6) Discuss what brand identity is & how it may help in such situations.
