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# Student Answer Script View



MIT MPL-BTech-M Sc - MCA - 1st-3rd-5th and 7th Semester - Mid Term Examination - Sep 2024 Answer Sheet

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**Year/Sem:** Semester 5  
**Subject Name:** ESSENTIALS OF MANAGEMENT  
**Exam Date:** 24-Sep-2024

25.00  
30.00

Comments submitted by student.

**Q.No : 1)**

Ascertain the managerial skill which is more essential than others, for a Board of Director?

Conceptual skills, because they need to understand and integrate all organizational functions.

Technical skills, because they need to understand the work of subordinates.

Human skills, because they need to interact effectively with various stakeholders.

Good marketing skills, because they are responsible for profitability.

**Q.No : 2)****Score : 0.50 / 0.50**

Given a scenario where a company shifts from manufacturing to service-based operations, determine industry classification best explains this transition?

**Secondary to tertiary**

Primary to secondary

Tertiary to quaternary

Primary to quaternary

**Q.No : 3)**

How does the systems approach to management improve organizational efficiency in a multinational corporation?

By focusing on all the internal processes

By integrating external and internal environments

By operating organization in a closed system for better control

By standardizing all global operations

**Q.No : 4)****Score : 0.50 / 0.50**

Identify the odd statement with respect to country's culture impacting employees behaviour

Statement#1 In collectivism, relationships are more important than task orientation.

Statement#2 In Large power distance, there is high respect for authority with emphasis on titles.

Statement#3 In avoidance, people are afraid of ambiguity and uncertainty.

Statement#4 In masculinity or aggressive goal behaviour, people are very much relationship oriented.

Statement#1

Statement#2

**Statement#4**

Statement#3

**Q.No : 5****Score : 0.50 / 0.50**

Infer the primary benefit of implementing Management by Objectives (MBO) in an organization?

It minimizes employee workload.

It reduces the need for supervision.

It aligns individual performance with organizational goals.

It centralizes decision-making.

**Q.No : 6****Score : 0.50 / 0.50**

In which scenarios would Porter's Cost Leadership strategy be most effective?

When a company aims to achieve the lowest production costs.

When a company has unique product features.

When a company targets a niche market.

When a company is a late entrant to the market.

**Q.No : 7)****Score : 0.00 / 0.50**

Spot the ODD type of plan from the following list: Program, Policy, Procedure, Rule

**Policy**   **Program**   **Procedure**   **Rule**

**Q.No : 8****Score : 0.50 / 0.50**

Point out the difference between strategic and tactical plans when developing a company's growth strategy?

Strategic plans address short-term goals; tactical plans focus on long-term objectives.

Strategic plans apply broadly to the entire organization; tactical plans apply to specific parts of the organization.

Strategic plans covers short periods; tactical plans extends over long periods

Strategic plans are more detailed than tactical plans

**Q.No : 9****Score : 0.50 / 0.50****Identify TRUE or FALSE****Statement#1:** Formal Organization is an arbitrary set up in which each person is responsible for his performance**Statement#2:** Informal organizations develop relationships which are built on likes, dislikes, feelings and emotions**Both False****Both True****Statement#1 false, Statement#2 True****Statement#2 false, Statement#1 True**

**Q.No : 10)**

IDENTIFY the Principle of Organizing from the statement: Every position in an organization and every department in an organization must have a clear understanding of the results expected, activities to be undertaken and authority delegated.

Principle of Functional Definition

Principle of Parity of Authority and Responsibility

Principle of Organizational Efficiency

Principle of Specialization

**Q.No : 11)**

Hassan is one of the leading detergent manufacturing companies with a wide product portfolio. As a newly recruited management trainee, develop the strategic options that are available to Hassan in accordance with the BCG Matrix for the below products.

Product#1: A versatile cleaning product that combines detergent with surface cleaners. Despite its innovative concept, it has not gained much traction in the market.

Product#2: A premium laundry detergent that has captured significant market share. Strong sales growth due to rising disposable incomes and growing urbanization.

Product#3: Innovative single-use detergent pods targeting younger consumers. The market is growing fast, but the brand has not yet gained significant market share.

Product#4: A reliable liquid detergent with a loyal customer base. Market growth is slow, but it continues to maintain a dominant position.

Page:1

11

Hassan needs to create BCG matrix for the 4 products listed above

The BCG matrix consists of 2 dimensions market growth and relative market share. It divides into 4 parts namely build, hold, harvest, divest also known as question marks, stars, cash cows and dogs respectively.

Product 1 :- This product hasn't gained traction in the market, so assuming market is slow for this product in the BCG matrix

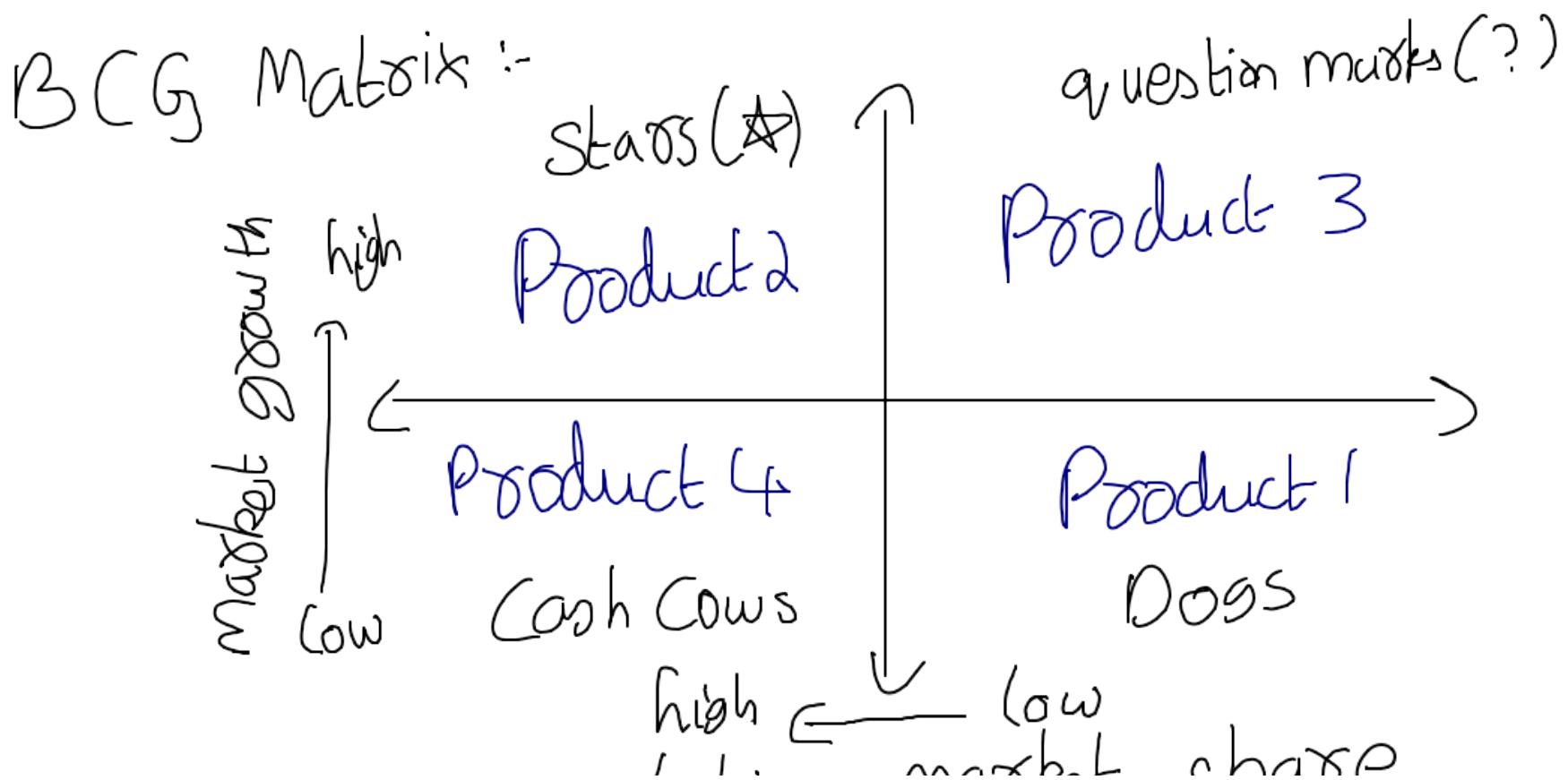
this product and the company doesn't have much market share, this product comes under Dog.

Product 2 :- In this product, the company has achieved significant market share and considering the sales are boosting, which symbolises market being grown, hence this product is a Star.

Product 3 :- This product has a growing market but the company hasn't achieved the significant market share, which specifies this is a Question mark, which may or may not have potential to grow.



Product 4:- In this product, the Company is the dominant player with a slow market growth and a loyal customer base, so it means it is a Cash Cow.



relative number sum

Q.No : 12)

Score : 3.00 / 3.00

**By quoting the lines from the case-study, Identify and Explain the three HENRI FAYOL'S Principles incorporated:** Infosys Technologies, a leading Indian multinational corporation in the IT services sector has effectively implemented specific roles to employees based on their expertise, which ensures efficiency and specialization in its project management and software development processes. This clear division enables employees to focus on their areas of strength, thereby enhancing productivity and project outcomes. The company also places strong emphasis on maintaining a clear and unified strategic plan across all its global operations. This consistency in direction allows Infosys to align its various departments and international branches towards common corporate goals, thereby achieving cohesive growth and stability. The company ensures that its compensation structure is competitive, reflecting the employees' skills, experience, and contributions. This approach fosters a sense of motivation in employees and also contributes to higher retention rates and job satisfaction. Through these practices, it leads to sustained success and a strong reputation in the global IT industry.

Page:1

12

The paragraph contains 3 Henri Fayol's principles

Principle 1

Line :- The clear division enables employees to focus on their area of strength enhancing productivity

Principle used :- Division of Labour

Justification :- The above mentioned lines talk about dividing the work for the experienced people, which comes under Henri's principle of division of labour.

Principle 2

Lines :- The Company emphasis on maintaining a clear and unified strategic plan

Principle used :- Unity of direction

Justification :- Unity of direction states that everyone should follow a single direction towards Company's success which is mentioned in the above lines.

Principle 3

Lines :- The company ensures that its compensation structure is competitive ..

Principle used :- Fair remuneration

Justification :- The principle of fair remuneration



Page:2

12

States that the wage should be considered based on skill, living standards and competitive salary which is the talk of above lines.



Q.No : 13)

Score : 3.00 / 3.00

By quoting the lines from the case-study, Identify and Explain the three Managerial Roles as defined by Henry Mintzberg: Sneha, CEO of Quantum Solutions, had led her tech startup from a small team to a mid-sized enterprise with over 500 employees in five years. She relied on daily departmental briefings to stay informed, which helped drive the company's rapid growth. She was frequently invited as the Guest of Honor to various events in Silicon Valley, solidifying Quantum's reputation in AI innovation. Sneha took tough financial decisions, working with her CFO to balance investments in an autonomous driving project while ensuring the stability of existing product lines. Mention the Main Role and Sub Role for each scenario.

Page:1

13

The Casestudy has shown 3 managerial roles

Role 1

Lines :- she relied on daily departmental briefings to stay informed

Role :- Interpersonal role

Sub-role :- Leader role

Justification :- Leader role is used in the above lines because Sneha is having meeting with her subordinate to understand the amount of work done, looking for initiatives and encouraging people for initiatives.

## Role 2

Lines:- She was frequently invited as guest of honor

Role:- Interpersonal role

Subrole:- Figurehead role

Justification:- By the virtue of the position, Sneha is able to attend guest of honor to various events.

## Role 3

Lines:- She took financial decisions, working with her CFO

Role:- Decision role

Subrole:- Negotiations

Page:2

13

Justification :- For the financial issues she was negotiating and coming to an agreement.



**Q.No : 14)****Score : 2.00 / 3.00**

What is the significance of social responsibility to a corporate? Do you think business organisations should be socially responsible? Explain with an example.

Page:1

14

Social responsibility is important for Corporate because it is a way of giving back to Community for the resources they have utilized, which might be harmful for the environment

Yes, I agree that business organizations should be Socially responsible, this shows their brands equity, their concern for environment, and also builds trust in employees and stakeholders

Ex:- Mama Earth Company creates cleaning products using natural plants, however for every purchase, they plant a sapling as a way of

The organization's purpose which helps the mother giving back to environment which helps the mother Earth, builds trust in customers.

Ex:- H&M also following a recycling process in cloth creation , to safeguard the environment

**Q.No : 15)****Score : 3.00 / 3.00**

Demonstrate four differences between red ocean and blue ocean strategy. Highlight creation of a blue ocean with an relevant example.

Page:1

15

# Red Ocean and Blue Ocean Strategy

## Red Ocean

- 1) This involves entering into an existing market with competition
- 2) Here we need to deal with competition via lower cost (or) new innovation
- 3) Risk is -

## Blue Ocean

- 1) This involves entering into new market which is untouched
- 2) We are going to attract customers to create a new market with no competition
- 3) Here the risk is, the

3) There is a risk of competing to gain market share and profit

4) Here we have some resource of success and failure which can help us in planning

product may or may not viable to the target customers

4) Here, we are venturing into an untouched market, so no stories of success or failure

Page:2

15

Example 1 :- Paytm was the first company to understand the increase in digital literacy and work on digital payments via a QR. This was an innovative system that has reduced many cash transactions, later implemented by many companies.

Example 2 :- Tesla was the first company to mass produce autonomous cars, at the advent of AI, it created a new market for autonomous EV cars and has a significant market share.



**Q.No : 16)****Score : 3.00 / 3.00**

A manager oversees a team of 5 employees and spends a significant amount of time on direct supervision, giving feedback, and handling individual concerns. Another manager, in the same organization, supervises 15 employees but delegates most tasks and decisions. Explain three factors that could influence the span of control which is being mentioned in this passage.

Page:1

16

Some of the factor's that could influence Span of Control in the given case study-

Training of Subordinates:- The skill level of subordinates is very important for span of control, there can be a situation where subordinates of first manager may not be skillful, so he needs to handle individual concerns, whereas subordinates of manager 2 may be skillful, so simple delegation of task is possible.

Kind of activity:- The difficulty of the task delegated is also important factor to consider, the tasks assigned to manager 1 may be complex so direct supervision is required to guide the

he needs to deal with his subordinates. The tasks for manager might be routine & simple that's why subordinates can tasks and decisions.

Rate of change:- The tasks dealt by manager might be changing rapidly as the requirements changes, he may spend time with subordinates and gives feedback on changes where as manager's tasks might be standard, so he can delegate work.

**Q.No : 17)****Score : 0.00 / 2.00**

Describe two ways in which managers fulfil their responsibility to create an organizational environment that fosters ethical decision-making?

Page:1

17

To foster ethical decisions in managing the organization, he needs to follow utilitarian theory, based on Rights and Theory of Justice.

Utilitarian theory can be followed using the principle of division of labour, so that greatest good for the greater people can be achieved.

To adhere rights and Justice, he must follow principle of equity, which is a combination of kindness, fairness and Justice that will help in ethical decision making.



**Q.No : 18)****Score : 1.50 / 2.00**

Elaborate on the concept of quantitative objectives from an organizational perpectives? Provide an example of quantitative objective for a company to improve its performance.

Page:1

18

Quantitative objective from an organization states that, the amount of improvement needs compared to the current state, these can be related to sales, productivity, no. of products, no. of employees and many more.

Examples of Quantitative Objective:-

- 1) The Company should increase sales by 10%.
- 2) The Company will hire 50% more people
- 3) The Company will increase their product by 2 folds.



Q.No : 19)

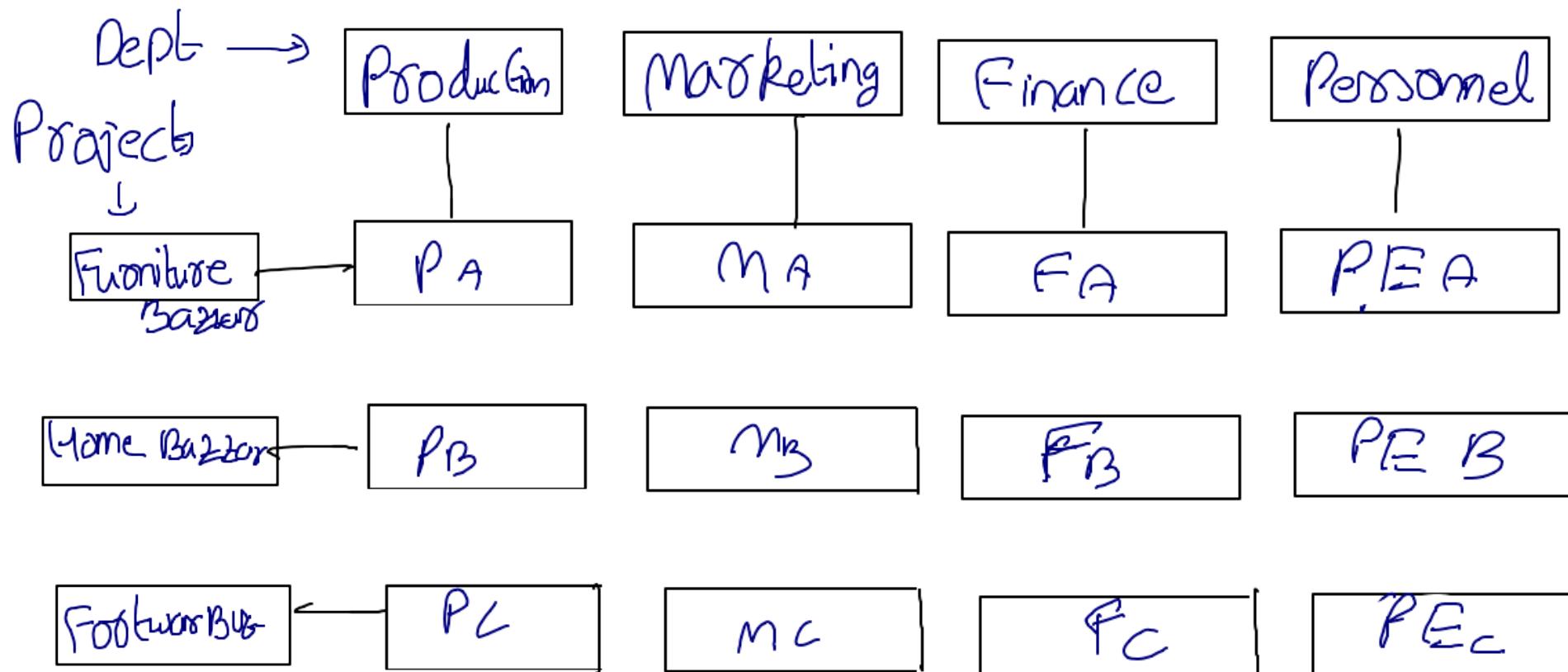
Score : 1.00 / 2.00

Mega Bazaar supermarket operates with the following departments: Production, Marketing, Finance and Personnel along with the subsections namely, Furniture Bazaar, Home Bazaar and Footwear Bazaar. **Draw a departmentation structure for Mega Bazaar that would enable the management to pinpoint product-profit responsibility.**

Page:1

19

Mega Bazaar has multiple departs and multiple projects, so a matrix departmentation is suitable



This structure allows to pin point product -  
managers for smoother

profit responsibility, this also ensures --- .  
Communication, however Unity of Command is  
failed, but it is said before hand to follow  
Project Manager's Command not department  
head