

- b. Briefly explain
- (i) Porter's five forces with diagram 5 3 4 2,12
- (ii) Product life cycle with diagram 5 3 4 2,12
30. a. Explain about the various aspects of ethics in an organization including ethical dilemma. 10 3 5 6,8

(OR)

- b. Explain the process of attracting a quality workforce for an organization. 10 3 5 2,9

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Reg. No.

**B.Tech. DEGREE EXAMINATION, MAY 2022**

Third & Fourth Semester

**18PDH102T – MANAGEMENT PRINCIPLES FOR ENGINEERS**

(For the candidates admitted from the academic year 2018-2019 to 2019-2020)

**Note:**

- (i) **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40<sup>th</sup> minute.
- (ii) **Part - B** should be answered in answer booklet.

Time: 2½ Hours

Max. Marks: 75

**PART – A (25 × 1 = 25 Marks)**

Answer **ALL** Questions

- |   | Marks | BL | CO | PO   |
|---|-------|----|----|------|
| 1. A function that includes motivating employees and directing others is<br>(A) Planning (B) Organizing<br>(C) Leading (D) Controlling  | 1     | 1  | 1  | 9,12 |
| 2. In organizational hierarchy for the top level manager, the more important is _____ skills.<br>(A) Technical (B) Human<br>(C) Conceptual (D) Design   | 1     | 1  | 1  | 2,6  |
| 3. Modern organizations are _____ oriented.<br>(A) Individual (B) Command<br>(C) Rule (D) Involvement   | 1     | 3  | 1  | 6,10 |
| 4. An organization is a social unit of people that is structured and managed to meet a need or to pursue _____.<br>(A) Common purpose (B) Modern technology<br>(C) Environmental factor (D) Social phenomenon | 1     | 2  | 1  | 6,9  |
| 5. Which one of the following is Mintzberg's managerial roles?<br>(A) Champion (B) Secretary<br>(C) Spokesperson (D) Winner   | 1     | 1  | 1  | 2,10 |
| 6. Unexpected problems require _____.<br>(A) Programmed decisions (B) Structured decisions<br>(C) Non-programmed decisions (D) Information systems  | 1     | 3  | 2  | 2,12 |
| 7. Planning process begins with<br>(A) Setting objectives (B) Identifying alternatives<br>(C) Developing planning premises (D) Selecting alternatives   | 1     | 1  | 2  | 2,12 |
| 8. Which one is not a part of decision making process?<br>(A) Implementing the solution (B) Defining the problem<br>(C) Evaluating alternatives (D) Information literacy                                      | 1     | 2  | 2  | 2,12 |

9. Management by Objectives (MBO) is also known as 1 1 2 2  
 (A) Management by results (B) Management by goals  
 (C) Management by planning (D) Management by evaluation
10. \_\_\_\_\_ is the type of a plan which is time-bound and linked with measurable outcome. 1 2 2 2,12  
 (A) Strategy (B) Policy  
 (C) Rule (D) Budget
11. Which is NOT a quality of an ethical leader? 1 2 3 8,9  
 (A) Selflessness (B) Manipulation  
 (C) Setting example (D) Resilience
12. Organizing deals with 1 2 3 2,12  
 (A) Equity (B) Decentralizing activities  
 (C) Centralizing activities (D) Grouping of similar activities
13. Motivation is related to 1 2 3 2,9  
 (A) Planning (B) Controlling  
 (C) Leading (D) Tactical decision making
14. Unity of command implies 1 2 3 9,10  
 (A) A subordinate should satisfy all the superiors (B) Individuals must sacrifice in the larger interest  
 (C) Be accountable to one and only superior (D) Being united
15. The number of subordinates a superior can effectively handle is called 1 2 3 9,10  
 (A) Organizing people (B) Span of control  
 (C) Direction (D) Coordination
16. Diversification can be best classified as 1 2 4 2,12  
 (A) Potential strengths (B) Potential weaknesses  
 (C) Potential threats (D) Potential opportunities
17. What does stars symbolizes in BCG matrix? 1 2 4 2  
 (A) Decline (B) Growth  
 (C) Maturity (D) Introduction
18. Typically, profits are highest in which stage of the industry life-cycle? 1 2 4 2  
 (A) Introduction (B) Growth  
 (C) Maturity (D) Decline
19. Which of the following is an example of external threat? 1 1 3 2,6  
 (A) Decreased competition (B) New trade regulations  
 (C) Global sales potential (D) Economies of scale
20. Which of the following is not included in the five forces of competition? 1 1 4 12  
 (A) Bargaining power of supplies (B) Bargaining power of consumers  
 (C) Threat of substitutes (D) Strategic planning

21. \_\_\_\_\_ is a shared system of meaning among employees. 1 2 5 6,10  
 (A) Organizational systems (B) Organizational culture  
 (C) Cultural sensitivity (D) Social responsibility
22. Top management is interested how human resource management is contributing to 1 2 5 2,6  
 (A) Value of organization (B) Costs of organization  
 (C) Profit making (D) Employee training
23. The interview is used as a method of determining \_\_\_\_\_. 1 2 5 2,6  
 (A) The personality of the candidate (B) The degree of fit between the applicant and the demands of the job  
 (C) His/her age (D) Physical attributes
24. The term 'organizational culture' is considered \_\_\_\_\_, while 'job satisfaction' is \_\_\_\_\_. 1 2 5 12  
 (A) Evaluative, objective (B) Subjective, descriptive  
 (C) Descriptive, evaluative (D) Objective, subjective
25. Employees will view the behavior of \_\_\_\_\_ as a benchmark for defining appropriate behavior. 1 2 5 6,8  
 (A) Their immediate supervisor (B) Government officials  
 (C) Top management (D) Few employees

**PART – B (5 × 10 = 50 Marks)**  
 Answer ALL Questions

- |  | Marks | BL | CO | PO   |
|--|-------|----|----|------|
| 26. a. Explain Henry Fayol's 14 principles of management with examples.                                      | 10    | 3  | 1  | 2,12 |
| <b>(OR)</b>  |       |    |    |      |
| b. Explicate the functions of management with diagram.   | 10    | 3  | 1  | 2,12 |
| 27. a. Compare and contrast the steps involved in decision-making process and the steps in planning process. | 10    | 4  | 2  | 2,12 |
| <b>(OR)</b>  |       |    |    |      |
| b. Explain in detail various types of plans with examples.   | 10    | 4  | 2  | 2,12 |
| 28. a. What is the Hierarchy of needs according to Maslow? Explain with illustrations.                       | 10    | 3  | 3  | 6,12 |
| <b>(OR)</b>  |       |    |    |      |
| b. Write about the nature of leadership. Enumerate the traits of an ethical leader.                          | 10    | 3  | 3  | 8,9  |
| 29. a. Explain the strategic management process with suitable diagram.                                       | 10    | 3  | 4  | 2,12 |

**(OR)**