

JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY
Mid Term -II Examination-OCT, 2024
B.Tech. Semester III

Roll No. 2022Btech33.

Course Code & Name: LS1108

Time: 01 hour

Max. Marks: 20

Essentials of Business Management

Instructions to students:

1. Do not write anything other than your roll number on the question paper.
2. Case study questions are compulsory. There is no choice between the questions
3. Attempt one question from each section. There is an internal choice in remaining questions

Section I		CO 01,03
Q.1	<p>Case Study (Compulsory)</p> <p>Larsen & Toubro (L&T) Chairman A.P. Naik in a speech challenged the technocrats and asked them, "Who will build the nation?" L&T requires at least 2000 engineers every year at its present growth rate but it is facing severe talent crunch. It is well known that India is facing a deep crunch of skilled labour in manufacturing, infrastructure and construction. Young trained engineers opt for jobs in IT and IT enabled services and the company has been facing maximum attrition at the junior levels. Although the company has identified number of ways to retain talent, yet has not been very successful in due course of action. Of course, pay/salary is not the only reason for lack of applicants and attrition. There are issues around the conditions of work that are less attractive to the youth today.</p> <p>Questions:</p> <p>a) What ways would you suggest L&T managers to motivate the engineers to join and retain in company?</p> <p>b) Briefly discuss the changing management environment and emerging trends by linking it with the case.</p>	[2.5+2.5]

Section II		CO 02,04
Q.2	While a lack of organizational control can lead to disastrous results, sometimes too strict adherence to organizational control can lead to the same. Comment	
OR		[05]
Q.3	Explain few shortcuts in perception.	

Section III		CO 01,04
Q.4	Explain the steps involved in rational decision making.	
OR		[05]
Q.5	Explain how a group can influence an individual negatively.	
Section IV		CO 01,02,03
Q.6	Write short notes on any two :	
a)	Span of management	[2.5+2.5]
b)	Organizational commitment	
c)	Traits associated with leadership	
d)	Management by Objectives (MBO)	