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## B.Tech. DEGREE EXAMINATION, JULY 2022

Third & Fourth Semester

### 18PDH102T – MANAGEMENT PRINCIPLES FOR ENGINEERS

(For the candidates admitted during the academic year 2020 - 2021 & 2021 - 2022)

**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)

Marks    BL    CO    PO

Answer **ALL** Questions

1. A consciously coordinated social unit formed to achieve a common goal set is known as \_\_\_\_\_.  
 (A) Market (B) Plan  
 (C) Organization (D) Management
 

1	1	1	9
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2. \_\_\_\_\_ is the process of setting objectives and determining the action needed to accomplish them.  
 (A) Planning (B) Organizing  
 (C) Leading (D) Controlling
 

1	1	1	10
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3. \_\_\_\_\_ is the process of evoking people's enthusiasm to work better and direct their efforts to fulfill the objectives set.  
 (A) Planning (B) Culture  
 (C) Leading (D) Organizing
 

1	1	1	9
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4. Management is an \_\_\_\_\_.  
 (A) Art and science (B) Science only  
 (C) Art only (D) Neither science nor art
 

1	1	1	12
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5. The ability to apply specialized knowledge or expertise in specific situation is known as \_\_\_\_\_.  
 (A) Conceptual skill (B) Technical skill  
 (C) Human skill (D) Communication skill
 

1	1	1	2
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6. \_\_\_\_\_ uses controlled access to enterprise portals and supporting software to enable firms to transact business information electronically with one another.  
 (A) Decision support system (B) Electronic data interchange  
 (C) Intelligence system (D) Intranets
 

1	1	2	10
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7. Decisions for which solutions are already available from past experience to solve problems are called \_\_\_\_\_.  
 (A) Non-programmed decisions (B) Risky decisions  
 (C) Programmed decisions (D) Uncertain decisions
 

1	1	2	10
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8. \_\_\_\_\_ is a complete and all-inclusive plan for achieving the established objectives. 1 1 2 6  
 (A) Policy (B) Procedure  
 (C) Rules (D) Strategy
9. \_\_\_\_\_ is a statement of expected results managers use, mostly expressed in numerical terms. 1 1 2 2  
 (A) Rule (B) Programs  
 (C) Budget (D) Policy
10. \_\_\_\_\_ is a process of making assumptions about what will happen in the future. 1 1 2 12  
 (A) Benchmarking (B) Forecasting  
 (C) Organizing (D) Leading
11. There is a need for \_\_\_\_\_ mechanisms that can quickly detect and correct mistakes or unnecessary flaws within an organization. 1 1 3 2  
 (A) Motivating (B) Control  
 (C) Communication (D) Scenario
12. Feed forward controls are also called \_\_\_\_\_. 1 1 3 2  
 (A) Feedback control (B) Preventive control  
 (C) Contingency control (D) Concurrent control
13. \_\_\_\_\_ is the act of stimulating someone or oneself to get a desired course of action. 1 1 3 9  
 (A) Leadership (B) Emotional intelligence  
 (C) Motivation (D) Controlling
14. What is the first basic level of need in Maslow's theory of needs? 1 1 3 6  
 (A) Safety (B) Social  
 (C) Physiological (D) Esteem
15. \_\_\_\_\_ refers to the number of employees a manager can effectively manage. 1 1 3 9  
 (A) Span of control (B) Delegation  
 (C) Controlling (D) Authority
16. The purpose of \_\_\_\_\_ is to set direction and guide resource allocation for the entire enterprise. 1 1 6 10  
 (A) Business strategy (B) Functional strategy  
 (C) Corporate strategy (D) Procedure
17. \_\_\_\_\_ involves growth by acquiring new business or entering business areas that are related to what the organization already does. 1 1 4 12  
 (A) Related diversification (B) Unrelated diversification  
 (C) Stability (D) Concentration
18. \_\_\_\_\_ refers to a decrease in the size of operations with the intention of becoming more streamlined. 1 1 5 2  
 (A) Upsizing (B) Rightsizing  
 (C) Downsizing (D) Integration



19. The possible business classification in which we find-high market share, high growth market is called \_\_\_\_\_ in BCG matrix. 1 1 4 12  
 (A) Stars (B) Cash cows  
 (C) Question mark (D) Dogs
20. The \_\_\_\_\_ strategy involves pursuing innovation and new opportunities for growth in the face of risk. 1 1 6 12  
 (A) Reactor (B) Prospector  
 (C) Defender (D) Analyzer
21. \_\_\_\_\_ lists the qualifications such as education, experiences and skill requirements needed for a job. 1 1 5 10  
 (A) Job specification (B) Job description  
 (C) HR planning (D) Selection
22. \_\_\_\_\_ is a set of activities designed to select the right person for the right job shortlisting from a pool of employees. 1 1 5 9  
 (A) Recruitment (B) Performance appraisal  
 (C) Job analysis (D) Selection
23. Which one of the following is not an on-the-job training method? 1 1 5 12  
 (A) Coaching (B) Mentoring  
 (C) Management development (D) Modeling
24. \_\_\_\_\_ is a system of shared beliefs and values that develop within an organization and guide the behaviour of its members 1 1 5 6  
 (A) Corporate culture (B) Budget  
 (C) Policy (D) Appraisal
25. Ethical behaviour under \_\_\_\_\_ is what respects and protects the fundamental rights of people. 1 1 5 8  
 (A) Individual view (B) Moral rights view  
 (C) Justice view (D) Utilitarian view

**PART – B (5 × 10 = 50 Marks)**

Answer ALL Questions

- |  | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 26. a. Explain Henry Fayol's 14 principles of management in detail.  | 10    | 1  | 1  | 10 |
| (OR)   |       |    |    |    |
| b. Write a brief note on types of managers and explain Mintzberg's managerial roles.   | 10    | 2  | 3  | 9  |
| 27. a. 'Decision-making is a selective process in which the best possible alternative is chosen' interpret and illustrate with an example. | 10    | 2  | 2  | 2  |
| (OR)   |       |    |    |    |
| b. What is planning? Explain various types of plans.   | 10    | 1  | 2  | 10 |



28. a. Define motivation. Write any three theories of motivation in detail. 10 1 5 6
- (OR)**
- b. Describe in detail the control process with a diagram. 10 2 4 12
29. a. Write about Porter's five-force model. Illustrate with an example. 10 2 3 2
- (OR)**
- b. Briefly explain SWOT analysis and apply the SWOT concept to any one business firm. 10 2 6 2
30. a. Define recruitment. Write in detail its process and types. 10 1 6 10
- (OR)**
- b. Why is performance appraisal needed? Elucidate any three methods of performance appraisal. 10 1 5 9

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