



RV College of Engineering®

Mysore Road, RV Vidyaniketan Post
Bengaluru - 560059, Karnataka, India

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USN 1RV22A5007

Academic year 2024-2025 (ODD Sem)

DEPARTMENT OF
INDUSTRIAL ENGINEERING & MANAGEMENT

Date	07 January 2025	Maximum Marks	10 + 50
Course Code	HS251TA	Duration	120 Min
Sem	V	CIE – II	
PRINCIPLES OF MANAGEMENT AND ECONOMICS			

Note: Answer all the Questions.

Sl. No.	Questions	M	BT	CO
Part – A				
1	_____ plans are specifically designed to meet the needs of a unique situation	01	1	1
2	Creating or changing the organization structure is called _____.	01	1	1
3	Identify the Quadrant of the BCG Matrix which represents high market share and high market growth.	01	1	1
4	_____ planning bridges the gap between strategic goals and operational tasks.	01	1	2
5	_____ refers to how standardized an organization's jobs are and the extent to which employee behaviour is guided by rules and procedures.	01	1	1
6	A rigid, tightly controlled structure, characterized by high specialization is a characteristic of _____ organization.	01	1	2
7	Draw the circular flow diagram with reference to microeconomics.	02	1	4
8	The rate of increase in prices over a given period of time is defined as _____.	01	1	4
9	The _____ measures the change in prices paid by consumers for goods and services.	01	1	5
Part – B				
1	Many companies have a goal of becoming more environmentally sustainable. One of the most important steps they can take is controlling E- waste. You've been put in charge of creating a program to do this for your company to develop plans. Describe your plans in terms of being: (a) Strategic and operational. (b) Short term and long term.	10	2	2
2	Bring out the ways in which a firm could be organized for smooth functioning. How the Chain of command and Span of control does affect the efficient functioning of the firm.	10	2	2
3	An organization should be viewed as a unified, purposeful system composed of interrelated parts. Illustrate using food industry as an example.	10	4	1
4	Will the firms in an oligopoly act more like a monopoly or more like competitors? Briefly explain with suitable example.	10	3	4
5	A rapidly developing country has hired you to present a specific strategy for keeping their inflation and unemployment rates low while maintaining a healthy rate of GDP growth. Explain in detail the components of GDP that can be used to accomplish this.	10	3	4

BT-Blooms Taxonomy, CO-Course Outcomes, M-Marks

Marks Distribution		Particulars	CO1	CO2	CO3	CO4	CO5	L1	L2	L3	L4	L5	L6
	Quiz	Max Marks	04	02	-	3	1	10	-	-	-	-	-
	Test		10	20	-	20	-	-	20	20	10	-	-