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RV COLLEGE OF ENGINEERING®

Autonomous Institution affiliated to VTU

V Semester B. E. Dec-20/Jan-21 Examinations**DEPARTMENT OF INDUSTRIAL ENGINEERING AND MANAGEMENT****Introduction to Management and Economics****Time: 03 Hours****Maximum Marks: 100****Instructions to candidates:**

1. Answer all questions from Part A. Part A questions should be answered in first three pages of the answer book only.
2. Answer FIVE full questions from Part B. In Part B question number 2, 7 and 8 are compulsory. Answer any one full question from 3 and 4 & one full question from 5 and 6

PART-A

1	1.1	The power to hold workers accountable for their actions and to make decisions about the use of organizational resources is known as _____	(1)
	1.2	_____ was one of the first to recognize that organizations could be viewed from the perspective of individual and group behavior.	(1)
	1.3	Management Science came into existence in a _____ context	(1)
	1.4	In the behavioral management approach what is the primary focus of the manager is _____	(1)
	1.5	In a mechanistic organization, communication is mostly _____.	(1)
	1.6	_____ Structures include cross-hierarchical and cross-functional teams and a flat structure	(1)
	1.7	Grouping activities on the basis of customer flow is _____ departmentalization	(1)
	1.8	Procter & Gamble has separate departments for Tide, Pampers, Charmin, and Pringles. This is an example of departmentalization by _____	(1)
	1.9	In Maslow's hierarchy of needs, _____ is the highest level of need?	(1)
	1.10	The offering of employee health insurance addresses which of Maslow's needs?	(1)
	1.11	Individuals become leaders based on their _____.	(1)
	1.12	The ability to influence people through granting or withholding benefits that are of interest to them is called _____	(1)
	1.13	Mr. X is the only person in the company with expertise in the E-Commerce field. This source of power is called _____	(1)
	1.14	The demand for a good increases when the price of a substitute _____ and also increases when the price of a complement _____.	(1)
	1.15	The price elasticity of demand is 5.0 if a 10 percent increase in the price results in a _____ decrease in the quantity demanded.	(1)
	1.16	Adam Smith called price mechanism as _____	(1)
	1.17	An economy that interacts with other economies is known as _____	(1)
	1.18	_____ growth is the percentage increase in the real GDP	(1)
	1.19	Microeconomics and Macroeconomics are the study of _____ and _____ respectively	(2)

PART-B

2	a	Discuss Hawthorne effect in today's workplace. How can managers apply these concepts to improve work performance?	(8)
	b	Elaborate on the contributions of Henry Fayol to Management theory and justify the relevance of this theory for today's organizations.	(8)

3	a	Though decentralization is a welcome idea for efficient administration of any organization, but it comes with its own drawbacks. Discuss	(8)
	b	In today's business environment, more than any preceding era, the only constant is change. Successful organizations effectively manage change, continuously adapting their bureaucracies, strategies, systems, products, and cultures to survive the shocks and prosper from the forces that decimate the competition. With this context Explain in detail the Strategic Management process.	(8)

OR

4	a	The Taj west End Hotel has divisions such as reception, outdoor catering, conference hall maintenance and sales. With a schematic representation, illustrate the type of organization structure with advantages and disadvantages.	(8)
	b	Describe the situations where the decision making can be Decentralized. Explain any two cases in detail.	(8)

5	a	Theory X follows lower order needs and Theory Y follows higher order needs. Elucidate using Maslow's hierarchy of needs theory.	(8)
	b	Discuss the findings of Ohio state studies in reference to this following quotation by Mahatma Gandhi "I suppose leadership at one time meant muscles; but today it means getting along with people".	(8)

OR

6	a	Explain the three key linkages in expectancy theory and their role in motivation, which affect a worker's level of performance with an example?	(8)
	b	Exhibit the relationship between task behavior and relationship behavior using Blake & Mouton's managerial grid.	(8)

7	a	Would you expect supply to play a more significant role in determining the price of a basic necessity like food or a luxury like perfume? Explain.	(8)
	b	Will the firms in an oligopoly act more like a monopoly or more like competitors? Briefly explain	(8)

8	a	With the help of a neat sketch explain the concept of IS-LM model used in macroeconomics	(8)
	b	Whether the classical growth theory of macroeconomics is relevant in today's economic scenario.	(8)