

Motilal Nehru National Institute of Technology, Allahabad

School of Management Studies

M.C.A. Ist Semester, Odd Semester Examination, 2018-19

CA3102: Principle of IT Industry Management

Time: 3 hours

Max. Marks: 60

Note: Attempt all the questions.

1. Discuss the Hawthorne Experiments and critically examine Elton Mayo's contribution in Human Relations. (10)
2. Discuss the major factors affecting recruitment process. List out the relative merits and demerits of various sources of recruitment. (10)

Or

Critically examine Max Weber's Bureaucratic Management and discuss the relevance in the contemporary business world.

3. Define the concept of quality and project quality management. Differentiate between quality assurance and quality control. (10)

Or

Differentiate between pull and push based supply chain. Discuss the issue of bullwhip effect in supply chain management.

4. Briefly discuss the issue of carbon emission and global warming. List out the salient features of "The Water (Prevention and Control of Pollution) Act, 1974". (10)
5. Write a short note on any *four* of the following: (2.5×4 = 10)

- (a) Herzberg's Two Factor Theory
- (b) Batch Production System
- (c) Job Analysis
- (d) Enterprise Resource Planning (ERP)
- (e) Acceptance sampling
- (f) e-Marketing

6. Read the following case carefully and answer the questions given at the end of the case. (10)

Intel Corporation is best known for its processors. The sign "Intel Inside" is familiar to most people using a computer. There is, for example, the Pentium 3 and 4 and new

generation Itanium. For servers and workstations, Intel produces the Xeon. The colorful CEO Andy Grove led the company for many years. By 2001, however, the Chief Executive Officer Craig R. Barrett faces many challenges, including criticism. The new strategy of moving into new markets such as information appliances, communication, and Internet services was costly and so far less than successful. In fact, the move beyond its core business may have detracted from its core business of computer chips. These new directions resulted in frequent reorganizations resulting in organizational uncertainties for the managers. While some think that the frequent changes were necessary to adapt to new situations and to keep the organization agile, other disagrees.

Barrett's leadership and his move into various directions is quite different from Grove's carefully crafted strategy that focused on chips. Barrett's personal strength lie on manufacturing. He invested heavily in research and development. But new products such as the Itanium requires several years before they show results, and Barrett has only few more years before his retirement. Investing in new manufacturing technologies with the aim of achieving virtually automated plants resulted in the reduction of manufacturing cost of chips. But the PC market was stagnated in the early 21st century and wireless communication and cell phones were becoming important in the market. In the cell phone market, for example, Motorola and Texas Instruments were developing new digital signal processors and Intel had to work hard to catch up. A key to success of Intel may be a number of costly acquisitions, including Level One Communication. But the question remains if the heavy investment in new technologies will result in profitable businesses. This may determine the legacy of Craig Barrett.

Questions

- (a) What is your assessment of Barrett's performance and his vision for Intel? Is he the right person for the job at Intel? (3)
- (b) What are some problems associated with frequent reorganization? (3)
- (c) What are the pros and cons of focusing on distant futures and the heavy investment in the new technologies? (4)

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