

Register Number

--	--	--	--	--	--	--	--	--

Sri Sivasubramaniya Nadar College of Engineering, Kalavakkam – 603 110

(An Autonomous Institution, Affiliated to Anna University, Chennai)


Department of Computer Science and Engineering

Continuous Assessment Test – I

Answer key

Degree & Branch	B.E. Computer Science and Engineering				Semester	VII
Subject Code & Name	UCS1704 – Management and Ethical Practices				Regulation:	2018
Academic Year	2023 – 2024 (ODD)	Batch	2020-2024	Date	08.09.2023	FN
Time: 08:10 – 09:40 AM (90 Minutes)	Answer All Questions				Maximum: 50 Marks	

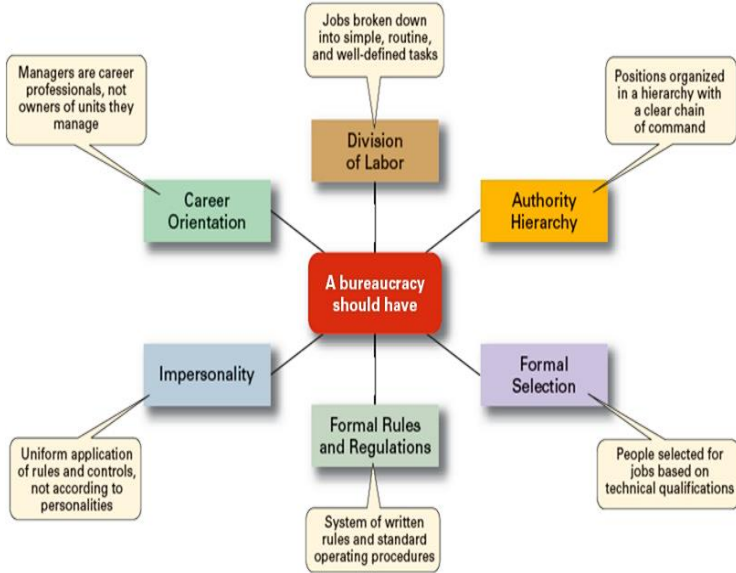
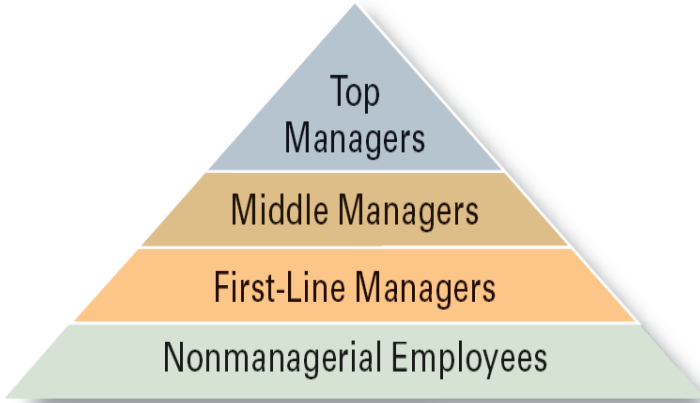
Part – A (6×2 = 12 Marks)

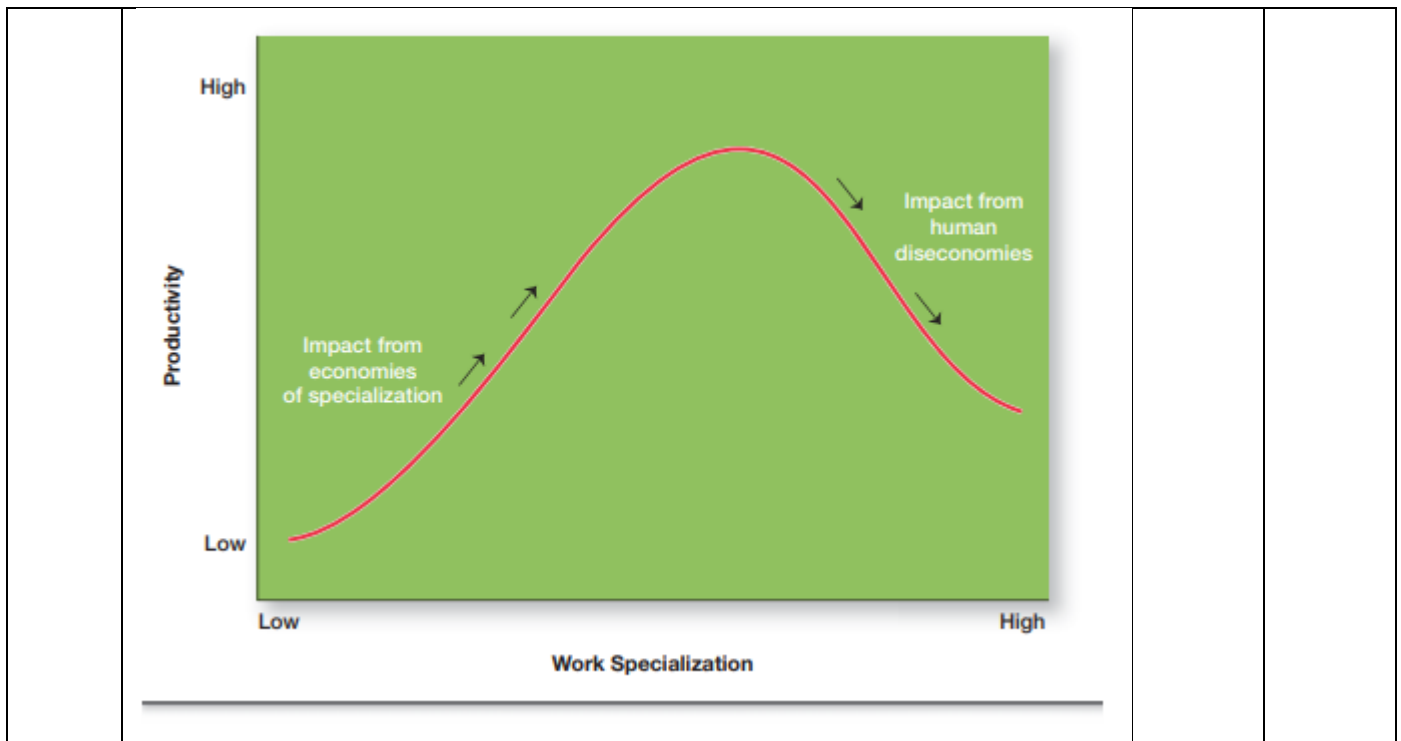
K1	<p>1. What are the essential skills of Managers? Ans:</p> <ul style="list-style-type: none"> ➤ Technical skills ❖ Knowledge and proficiency in a specific field ➤ Human skills ❖ The ability to work well with other people ➤ Conceptual skills ❖ The ability to think and conceptualize about abstract and complex situations concerning the organization 	CO1	10.2.1
K1	<p>2. List down the types of departmentalization. Ans:</p> <p align="center">Types of Departmentalization</p>  <div style="display: flex; justify-content: space-around; text-align: center;"> <div> <p>Functional</p> <ul style="list-style-type: none"> Product Dept. Marketing Dept. Finance Dept. HR Dept. </div> <div> <p>Geographic</p> <ul style="list-style-type: none"> EMEA Dept. APAC Dept. North America Dept. Latin America Dept. </div> <div> <p>Product</p> <ul style="list-style-type: none"> Health Dept. Beauty Dept. Food Dept. Baby Care Dept. </div> <div> <p>Customer</p> <ul style="list-style-type: none"> Retail Dept. Wholesale Dept. Government Contracts Dept. Online Sales Dept. </div> <div> <p>Process</p> <ul style="list-style-type: none"> Raw Materials Collection Dept. Raw Materials Processing Dept. Packaging Dept. Shipping Dept. </div> </div>	CO2	10.1.3
K2	<p>3. Distinguish between plan and goal. Ans:</p> <p>Goals</p> <ul style="list-style-type: none"> i. Desired outcomes for individuals, groups, or entire organizations ii. Provide direction and evaluation performance criteria 	CO1	10.2.1

	<p>Plans</p> <p>iii. Documents that outline how goals are to be accomplished</p> <p>iv. Describe how resources are to be allocated and establish activity schedules</p>		
K1	<p>4. List all the decision-making biases and errors.</p> <p>Ans:</p>	CO1	10.1.3
K1	<p>5. Specify the functions of management.</p> <p>Ans:</p> <p>➤ Planning</p> <p>❖ Defining goals, establishing strategies to achieve goals, developing plans to integrate and coordinate activities.</p> <p>➤ Organizing</p> <p>❖ Arranging and structuring work to accomplish organizational goals.</p> <p>➤ Leading</p> <p>❖ Working with and through people to accomplish goals.</p> <p>➤ Controlling</p> <p>❖ Monitoring, comparing, and correcting work</p>	CO1	10.2.1
K1	<p>6. Define Organization.</p> <p>Ans:</p> <p>A deliberate arrangement of people to accomplish some specific purpose (that individuals independently could not accomplish alone).</p>	CO1	10.1.3

Part – B (3×6 = 18 Marks)

K2	<p>7. General Administrative Theories of Henry Fayol and Max Weber give contrasting ideas. Discuss the key features of each.</p> <p>Ans: Henri Fayol</p> <p>a. Believed that the practice of management was distinct from other organizational functions</p> <p>b. Developed fourteen principles of management that applied to all organizational situations</p> <p>Max Weber</p>	CO1	8.1.1
----	---	-----	-------

	<p>a.Developed a <i>theory of authority</i> based on an ideal type of organization (<i>bureaucracy</i>) – (through knowledge, skill and authority)</p> <p>Emphasized rationality, predictability, impersonality, technical competence, and authoritarianism</p> 		
K2	<p>8. Explain the classification of managers in detail. Ans:</p> 	CO1	6.1.1
K3	<p>9. At the Emil Sporting Goods factory in Canada, 150 workers make football used in the National Football League, college and high school football games. In order to achieve high productivity, the workers specialize in different tasks such as molding, stitching and sewing, lacing, and so forth. Beyond a point, the management observed that productivity started to degrade.</p> <p>Using a suitable graph, illustrate the situation that the management has observed and compare it with their performance earlier.</p> <p>Ans:</p>	CO2	6.1.1



Part – C (2×10 = 20 Marks)

K3	<p>10. Compare and contrast quantitative approach and contingency approach for international business.</p> <p>NMK is a start-up company that designs mini robots for water quality assessment. Derive your inferences on both approaches when applied for marketing these mini-robots.</p> <p>Ans: Quantitative Approach</p> <ul style="list-style-type: none"> ➤ Also called operations research or management science. ➤ Evolved from mathematical and statistical methods. ➤ Focuses on improving managerial decision making by applying Statistics, optimization models, information models, and computer simulations. <p>Contingency Approach</p> <ul style="list-style-type: none"> ➤ Also sometimes called the <i>situational approach</i>. ➤ There is no one universally applicable set of management principles (rules) by which to manage organizations. ➤ Organizations are individually different, face different situations (contingency variables), and require different ways of managing. 	CO1	1.3.1, 10.2.1
(OR)			
K3	<p>11. Distinguish a strong cultured organization from a weak cultured organization.</p> <p>Las Vegas Productions is a production company. In order to establish and maintain it as a strong cultured organization right from its launching, identify the major steps involved.</p>	CO1	1.3.1, 10.2.1

	<p>Strong Cultures</p> <p>Values widely shared</p> <p>Culture conveys consistent messages about what's important</p> <p>Most employees can tell stories about company history/heroes</p> <p>Employees strongly identify with culture</p> <p>Strong connection between shared values and behaviors</p>	<p>Weak Cultures</p> <p>Values limited to a few people—usually top management</p> <p>Culture sends contradictory messages about what's important</p> <p>Employees have little knowledge of company history or heroes</p> <p>Employees have little identification with culture</p> <p>Little connection between shared values and behaviors</p>		
K3	<p>12. Consider the following scenarios:</p> <p>Scenario 1:</p> <p>Kumar is a mid-level manager. He keeps all his subordinates under a lot of discipline. His employees complain about the waste of time and effort, as they feel that nothing is being assigned in a proper way and a proper place, also no proper schedule is made for working.</p> <p>Scenario 2:</p> <p>ABC is a company which takes care of the fact that the confidence of the employees should always be at its peak. For this reason, they give assurance to their employees for employment for a minimum fixed tenure of time.</p> <p>a. Identify which principle of management is violated in scenario 1. Infer from the scenario and suggest a suitable managerial solution to overcome it.</p> <p>Ans: The principle of management which is violated here is the Fayol's principle of 'order'. Fayol's principle of order says that everything has a place and everything should be at its place.</p> <p>b. Identify which principle of management is followed in scenario 2. How this principle supports your claim?</p> <p>Ans: The principle of management which is followed here is 'stability of personnel'. The company has taken steps to ensure that the employee's confidence is high. They provide a guarantee of job for a minimum fixed tenure of time.</p>	CO1		12.1.1
(OR)				
K3	<p>13. Consider the following scenarios:</p> <p>Scenario 1:</p> <p>Ram is the owner of a printing press. The size of his organization has increased during the recent past. There are many employees who work in his organization. The organization is considered good and has earned a lot of reputation in the market. However, when it comes to making key decisions in the organization, he never considers the opinions of his subordinates. Even though the size of the organization has increased he tries to take all the key decisions on his own.</p> <p>Scenario 2:</p> <p>Pritam Vehicles is a vehicle manufacturing company. The company has the same unit producing both lorries and vans. This leads to confusion among the employees regarding the reporting as well as differentiation of work.</p>	CO1		12.1.1

	<p>a. Identify the managerial approach he is following in scenario 1. Give a suggestion in order to overcome this issue with suitable justification.</p> <p>Ans: The principle of Fayol which has been violated here is ‘Centralisation and Decentralisation’. This principle explains the need of balance between Centralisation and Decentralisation. He is making all the decisions on his own and he is not giving any decision making authority to his subordinates so he is not following this principle.</p> <p>b. Identify which principle of Fayol is violated in scenario 2. Why? State the principle. Give an immediate outcome of the violation of this principle.</p> <p>Ans: The principle of Fayol which is violated here is ‘Unity of Direction’. Unity of Direction is violated here as there should have been separate departments for the two types of vehicles. This principle says that there should be one boss and one plan. The related activities should be placed in one department.</p>		
--	--	--	--
