



Academic year 2022-2023 (Odd Sem)

DEPARTMENT OF INDUSTRIAL ENGINEERING & MANAGEMENT

Date	February 2023	Maximum Marks	10+50
Course Code	18HEM51	Duration	110 Min
Sem	V Semester	CIE – I Retest	
Introduction to Management & Economics			

PART A

Q1	Questions	M	BT	CO
1.1	List three components of creativity.	1	1	1
1.2	Who said, "Management is a multiple purpose organ that manages a business, manages a manager and manages workers and work"?	1	1	1
1.3	List out the managerial functions.	1	2	1
1.4	What are the three interpersonal roles of managers?	1	2	1
1.5	Define macroeconomics.	1	2	4
1.6	What do you mean by the supply of goods?	1	2	4
1.7	What is a social enterprise concerned with?	1	2	1
1.8	What is meant by intermediate goods and services?	1	2	4
1.9	Mention the importance of economics.	1	3	4
1.10	Give an example where more is the demand and less is the supply.	1	3	4

PART-B

Sl. No.	Questions	M	BT	CO
Q2	Briefly explain the fundamental principles of management that you want to adopt at an organisation.	10	2	1
Q3	Explain briefly the Henry Mintzberg classification of managerial roles.	10	2	1
Q4	Present organizations are an Open system. Kindly elaborate.	10	3	1
Q5	Enunciate the interaction between the goods and service market in the labor market.	10	2	4
Q6	Briefly explain how microeconomics and macroeconomics are complementary to each other.	10	2	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	5			5							
	Test	Max Marks	30			20							

Academic year 2022-2023 (Odd Sem)

DEPARTMENT OF INDUSTRIAL ENGINEERING & MANAGEMENT

(Common to AS, CH, CV, EI, IM, ME)

Date	23 rd January 2023	Maximum Marks	10 + 50
Course Code	18HEM51	Duration	20 + 90 Min
Sem	V Semester	CIE - II	

INTRODUCTION TO MANAGEMENT & ECONOMICS

Instructions to Students:

- Answer all questions.

PART A		M	BT	CO
Q1	Questions			
1.1	In organizations, _____ is the process of setting goals and choosing the means to achieve those goals.	1	L2	CO1
1.2	Strategic management approach was proposed by _____ and _____ in 1978.	2	L1	CO2
1.3	According to the BCG matrix, a business is a cash cow when market growth is _____ and relative market share is _____	2	L2	CO2
1.4	Michael Porter proposed the _____ on corporate strategy.	1	L1	CO2
1.5	In organizations, the degree to which decision making is concentrated at a single point is known as <u>centralized organization</u> .	1	L1	CO2
1.6	A commodity or service is said to be elastic if a slight change in price leads to _____ change in the quantity demanded or supplied.	1	L2	CO4
1.7	A market type which has a large number of firms that sell similar but slightly different products can be considered as _____	1	L1	CO4
1.8	When GDP is calculated based on the current prices then that GDP is called _____	1	L1	CO4

PART-B		M	BT	CO
Sl. No.	Questions			
Q1	Elaborate the corporate portfolio approach with the help of BCG matrix quoting examples for each cell of the matrix.	10	L3	CO2
Q2	What are the five ways to departmentalize the jobs in an organization? Explain with examples for each.	10	L2	CO2
Q3	Differentiate between Mechanistic organization and organic organization with an example for each key element.	10	L2	CO2
Q4	With a detailed case study, show how changes in income and prices affect consumption choices of a consumer.	10	L3	CO4
Q5	Elucidate the critical nature of the following economic factors with a case study for each: a) Inflation b) GDP	5+5	L2	CO4

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	1	6	-	3	-	6	4	-	-	-	-
	Test	Max Marks	-	30	-	20	-	-	30	20	-	-	-

Cost

Academic year 2022-2023 (Odd Sem)

DEPARTMENT OF INDUSTRIAL ENGINEERING & MANAGEMENT

(Common to AS, CH, CV, EI, IM, ME)

Date	20 th February 2023	Maximum Marks	10+50
Course Code	18HEM51	Duration	90 Min
Sem	V Semester	CIE – III	

INTRODUCTION TO MANAGEMENT & ECONOMICS

Note:

1. Answer all the Questions.

PART A

Q1	Questions	M	BT	CO
1.1	Kumar tends to centralize authority, dictate work methods, make unilateral decisions, and limit employee participation. According to University of Iowa Studies, Kumar describes style of leadership.	01	03	03
1.2	A high task-low relationship situation calls for the _____ leadership style in Hersey and Blanchard theory.	01	02	03
1.3	The level of Maslow theory of needs that is encouraged in followers through transformational leadership is _____?	01	02	03
1.4	The two dimensions of leader behaviour identified by University of Michigan Studies are _____	01	01	03
1.5	Mr. Santosh personally took a challenge of personally redesigning the work flow of a manufacturing line to improve employee productivity. According to McClelland, he can be rated high on _____	01	03	03
1.6	Mary thinks that she works a lot harder than Shelly even though they get paid the same, so Mary becomes unmotivated and her performance suffers. Which motivational theory best derives the situation	01	03	03
1.7	Kumar disliked his job. Fearing losing his only source of income, he forced himself to go to work every day. As per reinforcement theory, Kumar was working mostly as a result of _____	01	03	03
1.8	Mr. John assumes that his subordinates have little ambition, dislike work, and avoid responsibility. According to John, his employers are _____ people.	01	03	03
1.9	In the simple Keynesian model investment is either fixed or it is a function of _____	01	01	04
1.10	The LM curve will shift down when the _____ demand declines.	01	01	04

PART-B

Sl. No.	Questions	M	BT	CO
1	Explain the three key linkages in expectancy theory and their role in motivation. Take an example and explain in detail.	10	03	03
2	Review Maslow's hierarchy of needs. Do you agree with the particular ranking of employee needs? Take a case example and explain how this can be reviewed	10	03	03
3	Exhibit the relationship between task behaviour and relationship behaviour using Blake and Mouton's managerial Grid	10	02	03
4	Explain in detail the Hershey and Blanchard's situational theory of leadership.	10	02	03
5	Explain briefly how the AS-AD model incorporates growth, unemployment and inflation in economy.	10	02	04

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	--	--	08	02	--	03	02	05	--	--
		Test	Max Marks	--	--	40	10	--	--	30	20	--	--
