

31. a. Write in detail the strategies used by an organization and the levels of strategies in an organization.

(OR)

b. Discuss BCG matrix and product life cycle planning in the context of strategy formulation.

32. a. Discuss in detail internal environment and organizational culture.

(OR)

b. Discuss in detail the features involved in attracting a quality workforce.

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**B.Tech. DEGREE EXAMINATION, NOVEMBER 2019**  
Third Semester

**18PDH102T – MANAGEMENT PRINCIPLES FOR ENGINEERS**  
(For the candidates admitted during the academic year 2018-2019 onwards)

Note:

- (i) **Part - A** should be answered in OMR sheet within first 45 minutes and OMR sheet should be handed over to hall invigilator at the end of 45<sup>th</sup> minute.
- (ii) **Part - B** and **Part - C** should be answered in answer booklet.

Time: Three Hours

Max. Marks: 100

**PART – A (20 × 1 = 20 Marks)**  
Answer **ALL** Questions

- The principles of management are significant because of  
(A) Initiative (B) Optimum utilization of resources  
(C) Adaptation of changing technology (D) Increase in efficiency
- Which of the following statements best describe the principle of division of work?  
(A) Work should be divided into small tasks (B) It leads to specialization  
(C) Resources should be divided among jobs (D) Labour should be divided jobs
- Which of the following is not concerned with Henry Fayol's Management Principles?  
(A) Unity of command (B) Scalar chain  
(C) Esprit de corps (D) Time study
- What are the three interpersonal roles of managers?  
(A) Figurehead, leader and liaison (B) Spokesperson, leader, coordinator  
(C) Director, coordinator, disseminator (D) Communicator, organizer, spokesperson
- Planning encourages management to think systematically about what has happened, what is happening and \_\_\_\_\_  
(A) When it is happening (B) What might happen  
(C) Should something happen (D) Should something stop
- \_\_\_\_\_ planning sets the stage for the rest of the planning in the firm.  
(A) Functional (B) Strategic  
(C) Operational (D) Tactical
- Management by objectives is also known as \_\_\_\_\_  
(A) Management by results (B) Management by goals  
(C) Management by planning (D) Management by evaluation

8. According to behavioral study on leadership, a leader should set an inspiring example for followers. A leader should possess the following characteristics  
 (A) Defiance, triviality, inventiveness, resourcefulness (B) Diligence, daring, peer assessment, triviality  
 (C) Defiance, daring, inventiveness, resourcefulness (D) Diligence, daring, Innovation and creativity, peer assessment
9. Organization structure is reflected in the  
 (A) Organization hierarchy (B) Organization chart  
 (C) Departments (D) Span of control
10. Rearrange the steps of Maslow's needs hierarchy theory  
 (A) Self-actualization needs  
 (B) Physiological needs  
 (C) Belongingness and love needs  
 (D) Self esteem needs  
 (E) Safety needs  
 (A) ABCDE (B) ADCBE  
 (C) DCBEA (D) ADCEB
11. What does "E" "R" and "G" stand for in the ERG theory?  
 (A) Export, risk and guarantee (B) Exponential, reliability and growth  
 (C) Existence, relatedness and growth (D) Exponential, risk and guarantee
12. Ability of a leader to look things from others point of view is  
 (A) Empathy (B) Sympathy  
 (C) Responsibility (D) Apathy
13. BCG in BCG matrix stands for  
 (A) Boston Calmette Group (B) British Consulting Group  
 (C) Boston Corporate Group (D) Boston Consulting Group
14. \_\_\_\_\_ strategy directs the organization as a whole towards sustainable competitive advantage  
 (A) Functional (B) Business  
 (C) Corporate (D) Growth and diversification
15. Which of the following is a force in the Porter's five forces model of industry attractiveness?  
 (A) Opportunity of new entrants (B) Opportunity of substitutes  
 (C) Bargaining power of suppliers (D) Sustainable competitive advantage for customers
16. Porter's generic strategies are  
 (A) Low price, differentiation, focus (B) Cost leadership, differentiation, cost focus, focus differentiation  
 (C) Price leadership, differentiation, focus (D) Low cost, differentiation, focus differentiation
17. The following is not on the job training method  
 (A) Understudies (B) Job rotation  
 (C) Management by objectives (D) Case study method

18. Which of the following methods is used in group or organizational training needs assessment?  
 (A) Consideration of current and projected changes (B) Rating scales  
 (C) Interviews (D) Questionnaires
19. The poor quality of selection will mean extra cost on \_\_\_\_\_ and supervision.  
 (A) Training (B) Development  
 (C) Recruitment (D) Work quality
20. Handling of crisis by managers and employees reveals an organizational \_\_\_\_\_.  
 (A) Culture (B) Society  
 (C) Environment (D) Structure

**PART – B (5 × 4 = 20 Marks)**  
 Answer ANY FIVE Questions

21. Explain Porter's model of five strategic forces affecting industry competition.
22. Management is an art as well as science. Justify.
23. Elucidate the steps to be followed in planning process.
24. Differentiate formal and informal structure of an organization.
25. Critically evaluate the methods of training in industry.
26. Compare and contrast between feed forward and feedback system in control.
27. Design a hierarchical structure for an organization.

**PART – C (5 × 12 = 60 Marks)**  
 Answer ALL Questions

28. a. Explain the four functions of management with an example.  
 (OR)  
 b. Describe Henry Fayol's fourteen principles of management.
29. a. What is decision making? Explain the process of decision making.  
 (OR)  
 b. What is planning? Explain the features and importance of planning.
30. a. In what way planning and controlling are related to each other? Explain clearly the essential steps in control process.  
 (OR)  
 b. Explain organizational structure. Design functional structure in a business, a bank branch, a public hospital and a university.