

Enrollment No.....



Faculty of Engineering
End Sem (Odd) Examination Dec-2022
CB3CO11 Fundamentals of Management

Programme: B.Tech.

Branch/Specialisation: CSBS

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Why did Fayol introduce the concept of 'gang plank' in the principle of 'scalar chain'? 1
(a) To overcome the problem of communication delay in urgent matters.
(b) To ensure unity of command
(c) To promote harmony
(d) To improve democracy in organizational setup
- ii. Time and motion study was conducted by- 1
(a) Taylor (b) Adam (c) Fayol (d) Weber
- iii. Guns for boys and dolls for girls represents- 1
(a) Halo Effect (b) Gender Stereotype
(c) Both (a) and (b) (d) None of these
- iv. Selecting a best course of action among the alternatives is called as _____. 1
(a) Decision making (b) Planning
(c) Organizing (d) Controlling
- v. Which of the following is not the principles of fayol principles of management? 1
(a) Scalar chain (b) Unity of command
(c) Unity of direction (d) Unity of work
- vi. Which of the following option was created to hire highly trained specialists for the operating core? 1
(a) Machine bureaucracy (b) Adhocracy
(c) Professional bureaucracy (d) None of these

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- vii. Corporations are controlled and directed by which one of the following? **1**
 (a) Corporate ethics (b) Corporate codes
 (c) Corporate governance (d) Corporate mechanism
- viii. Most companies begin the process of establishing organizational ethics programs by developing- **1**
 (a) Ethic training program (b) Code of conduct
 (c) Hidden agendas (d) Ethic enforcement mechanism
- ix. Which of the following is an autocratic style of leadership? **1**
 (a) Directing style of leadership
 (b) Consultative style of leadership
 (c) Participative style of leadership
 (d) Delegating style of leadership
- x. In consultative style of leadership, the _____ is the final decision maker. **1**
 (a) Leader (b) Workforce
 (c) Founder (d) Co-founder
- Q.2 i. "Management is both an art and a science" elucidate. **2**
 ii. Write a short note on contingency theory of management. **3**
 iii. What are the Fayol's principles of management? Explain in brief. **5**
- OR iv. What is management? Discuss the nature and scope of management. Can management be regarded as a profession? **5**
- Q.3 i. Define perception and explain factors that affect perception. **2**
 ii. What do you mean by stress? What are the causes of stress? Describe the coping strategies adopted by people to overcome from stress. **8**
- OR iii. What is group dynamics? What is its significance in an organization? **8**
- Q.4 i. What is neoclassical approach to organizational design? **3**
 ii. Identify the key factors which affect the organizational design. Briefly discuss the principles of good organizational design with example. **7**

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- OR iii. Explain different structure of organization with diagram. Discuss their merits and demerits with suitable example. **7**
- Q.5 i. Write a detail note on CSR with contemporary examples. **4**
 ii. Present your argument towards ethics in marketing, advertising, accounting and finance. **6**
- OR iii. What is ethics in business and explain different social responsibilities of business? **6**
- Q.6 Attempt any two:
 i. What is leadership? Describe the factors that influences the effectiveness of a leader. **5**
 ii. Describes all the essential attributes that an individual must possess to be a successful leader. **5**
 iii. Explain the techniques of developing leaders across the organization and also explain leadership grid. **5**

Marking Scheme
CB3CO11 Fundamentals of Management

Q.1	i)	(a) To overcome the problem of communication delay in urgent matters.	1
	ii)	(a) Taylor	1
	iii)	(b) Gender Stereotype	1
	iv)	(a) Decision Making	1
	v)	(d) Unity of work	1
	vi)	(c) Professional bureaucracy	1
	vii)	(a) Corporate ethics	1
	viii)	(b) Code of Conduct	1
	ix)	(a) Directing style of leadership	1
	x)	(a) Leader	1
Q.2	i.	Write a short note on Contingency Theory of Management. Contingency Theory of Management. -2 Marks	2
	ii.	“Management is both an Art and a Science” elucidate. Definition -1 Marks Justification -2 Marks	3
	iii.	What are the Fayol’s principles of management Name of all 14 Principles -1 Marks Explanation -4 Marks	5
OR	iv.	What is management? Discuss the nature of management. Can management reasonable be regarded as a profession? Definition -1 Marks nature of management -2 Marks justification towards professionalism -2 Marks	5
Q.3	i.	Explain the meaning of perception, with its any three importance in organizational behaviour Perception -1 Mark Importance -1 Mark	2
	ii.	What do you mean by term stress? What are the causes of stress? Describe the coping strategies adopted by people to overcome from the stress. Stress --2 Marks stressors(social, organizational personal) -3 Marks (1 for each) Coping Strategies -3 Marks	8
OR	iii.	What is Group Dynamics? What is its significance in an organization? Group dynamics -2 Marks Example -2 Marks Significance -4Marks	8

Q.4	i.	What is Neoclassical Approach to organizational design? Organizational Design -1 Mark Neoclassical Approach - 2 Marks	3
	ii.	Identify the key factors which affect the organizational design? Briefly discuss the principles of good organizational design. Explain with example. Factors - 3 Marks Principles - 3 Marks Example - 1 Marks	7
OR	iii.	Explain divisional structure with diagram. Discuss their merits and demerits with suitable example. Structure - 2 Marks Diagram - 1 Marks Merit - 2 Marks Demerit - 2 Marks	7
Q.5	i.	Write a detail note on CSR with contemporary examples. Definition CSR - 1 Mark Concept elaboration - 2 Marks Example - 1 Mark	4
	ii.	Present your argument towards ethics in marketing and advertising. Marketing Ethics - 2 Mark Argument /Justification - 4 Marks	6
OR	iii.	What are the social responsibilities of business? Social Responsibility Meaning - 1Mark Name of Stakeholders -1 Mark List of responsibility towards all stake holders - 4 Marks	6
Q.6		Attempt any two:	
	i.	What is leadership? Describe the factors that influence the effectiveness of leadership. Leadership -2 Marks Influential Factors -3 Marks	5
	ii.	Describes all the essential attributes that an individual must possess to be a successful leader. Traits of Successful Leader -5 Marks	5
	iii.	Explain Blake and Mouton’s managerial grid, in detail. Diagram -2 Mark Explanations -3 Marks	5
