

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Engineering
End Sem Examination Dec 2024
CB3CO26 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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1	i. Ensuring that organizational activities are aligned with planned goals is the function of: (a) Leading (b) Planning (c) Organizing (d) Controlling	1	1	1	1	
	ii. Who proposed the Theory X and Theory Y of Management? (a) Frederick Taylor (b) Elton Mayo (c) Douglas McGregor (d) Max Weber	1	1	2	1	
	iii. Which motivation theory emphasizes the role of external rewards and punishments in influencing behaviour? (a) Maslow's Hierarchy of needs (b) Herzberg's Two-Factor theory (c) Equity theory (d) Skinner's Reinforcement theory	1	1	3	2	
	iv. The Halo Effect in perception refers to: (a) Judging someone based on a single trait (b) The tendency to see what you expect (c) Distorting perception to fit a stereotype (d) Focusing only on negative traits	1	1	2	2	
	v. Which of the following is a primary focus of the Classical approach to organizational design? (a) Human relations (b) Flexibility (c) Efficiency and structure (d) Adaptability to the environment	1	1	2	3	

P.T.O.

[2]

vi.	The Neoclassical approach to organizational design emerged as a reaction to the Classical approach and emphasizes: (a) Scientific techniques (b) Human relations and social needs (c) Rigid structures (d) Task specialization	1	1	1	3
vii.	Which of the following best describes a shared value approach to CSR? (a) Focusing only on shareholder returns (b) Creating economic value in a way that also creates value for society (c) Avoiding legal obligations related to social issues (d) Reducing costs at the expense of employee welfare	1	1	1	4
viii.	Which of the following is an example of environmental CSR? (a) Providing scholarships to students (b) Implementing a recycling program in the organization (c) Offering flexible working hours for employees (d) Launching a new product to increase market share	1	1	2	4
ix.	Which of the following best defines leadership? (a) The ability to issue commands and control subordinates (b) The ability to influence others to achieve organizational goals (c) The ability to manage day-to-day operations (d) The ability to implement strict rules and regulations	1	1	4	5
x.	Which leadership theory suggests that leaders are born with specific traits that make them effective? (a) Behavioural theory (b) Trait theory (c) Situational theory	1	1	3	5

[3]

(d) Path-Goal theory						
Q.2	i.	Define management with suitable example.	2	1	3	1
	ii.	What are the functions of managers?	3	2	2	1
	iii.	In what way does the controlling function contribute to the achievement of organizational objectives? Discuss it.	5	2	4	1
OR	iv.	Explain the evolution of management thoughts in detail.	5	2	1	1
Q.3	i.	What is personality and perception?	2	1	2	2
	ii.	What are the main elements of motivation as outlined in Herzberg's two-factor theory? Which decision making skill required for management of organization? Explain.	8	2	2	2
OR	iii.	Outline the organisational culture and the concept of managing culture diversity.	8	2	3	2
Q.4	i.	Give the theory of organization.	3	1	2	3
	ii.	Define organizational design. How does the Neoclassical approach differ from the classical approach to organizational design?	7	2	4	3
OR	iii.	Explain the phenomena of organizational structure with appropriate example	7	2	4	3
Q.5	i.	Interpretate the corporate citizenship.	4	2	3	4
	ii.	What is the main purpose of corporate social responsibility and corporate governance?	6	2	2	4
OR	iii.	What is business ethics? Describe the ethical guidelines for marketing, finance and advertising.	6	2	4	4
Q.6	Attempt any two:					
	i.	Distinguish the concept and nature of leadership.	5	4	4	5
	ii.	Give the importance of leadership. What are the attributes of a leader?	5	2	4	5
	iii.	Explain leadership grid.	5	2	3	5

Marking Scheme
CB3CO26 Fundamentals of Management (T)

Q.1	i)	Controlling	1
	ii)	Douglas McGregor	1
	iii)	Skinner's Reinforcement Theory	1
	iv)	Judging someone based on a single trait	1
	v)	Efficiency and structure	1
	vi)	Human relations and social needs	1
	vii)	Creating economic value in a way that also creates value for society	1
	viii)	Implementing a recycling program in the organization	1
	ix)	The ability to influence others to achieve organizational goals	1
	x)	Trait Theory	1
Q.2	i.	Define -2 marks	2
	ii.	3 function -3 marks	3
	iii.	Proper discussion -5 marks	5
	OR iv.	Proper explanation -5 marks	5
Q.3	i.	Personality -1 marks Perception -1 marks	2
	ii.	Herzberg's Two-Factor Theory- 4 marks decision making skill- 4 marks	8
	OR iii.	organisational culture- 4 marks culture diversity - 4 marks	8

Q.4	i.	Proper theory -3 marks	3
	ii.	Define -2 marks Difference -5 marks	7
	OR iii.	Proper explanation with example -7 marks	7
Q.5	i.	Proper interpretation -4 marks	4
	ii.	CSR- 3 marks Corporate governance -3 marks	6
	OR iii.	Define -2 marks Guidelines -4 marks	6
Q.6	i.	Proper distinguish- 5 marks	5
	ii.	Importance -2.5 marks Attributes -2.5 marks	5
	iii.	Proper explanation -5 marks	5
