

# Question Paper

Exam Date & Time: 10-Mar-2023 (11:30 AM - 12:30 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

B.Tech VI Semester Sessional Examination  
March 2023

### ESSENTIALS OF MANAGEMENT [HUM 3052]

Marks: 15

Duration: 60 mins.

#### MCQ

Answer all the questions.

Section Duration: 20 mins

- 1) True or False? (With respect to SWOT Analysis) (0.5)
- i. Company X with good financial capabilities decides to acquire a promising start up company having a lower financial capability. This is an example of SO strategy.
- ii. A company decides to increase the price of its highly popular product to negate the increased goods service tax imposed by the government. This is an example of ST strategy.
- [Both statements are false](#) [Only \(i\) is true](#) [Only \(ii\) is true](#) [Both statements are true](#)
- 2) Through this management principle, Henri Fayol advises managers to show exemplary conduct, and warns them not to be tempted to abuse their powers for personal gain at the expense of the organization's general interest. Which management principle is described in the above statement? (0.5)
- [Order](#) [All options are wrong](#) [Equity](#) [Decentralization](#)
- 3) True or False? (With reference to Mintzberg's Managerial Roles) (0.5)
- i. In a disseminator role, the manager communicates to the wider community.
- ii. In a liaison role, manager makes contacts outside his/her vertical chain of command.
- [Both statements are true](#) [Only \(i\) is true](#) [Only \(ii\) is true](#) [Both statements are false](#)
- 4) True or False? (0.5)
- i. Planning involves evaluating competitor's premises and selecting the best premise.
- ii. All students are expected to follow guidelines regarding anti-ragging is an example of a rule.
- [Only \(i\) is true](#) [Both statements are false](#) [Both statements are true](#) [Only \(ii\) is true](#)
- 5) The process of gathering information and comparing this information to pre-established standards is part of (0.5)
- [Planning](#) [Commanding](#) [Motivating](#) [Controlling](#)
- 6) Recently you acquired a local coffee-cart chain with 30 locations around the city. You don't see it growing very much, but then, it doesn't cost much to operate and generates less revenue. BCG would label this venture a \_\_\_\_\_. (0.5)

7) Which of the following statements regarding planning and controlling is NOT true? (0.5)

- [Controlling standards are set during planning](#)
[Planning must precede controlling](#)
[Controlling is a part of planning](#)
[They are interdependent functions](#)

8) True or False? (With respect to SWOT Analysis) (0.5)

- i. Company X with declining demand decides to sell its unique technological capabilities to Company Y who is ready to pay a good amount for the same. This is an example of WT strategy.
- ii. A supplier decides to reduce the price of its over-priced product in an attempt to beat competition. This is an example of WO strategy.

- [Only \(ii\) is true](#)
[Both statements are false](#)
[Both statements are true](#)
[Only \(i\) is true](#)

9) True or False? (With respect to Strategic Planning) (0.5)

- i. A company sells its product at a lower price than its competitor, but in a niche market. This is an example for focused cost leadership.
- ii. In BCG analysis, relative market share for your product is your largest competitor's market share divided by your product's market share.

- [Only \(ii\) is true](#)
[Only \(i\) is true](#)
[Both statements are false](#)
[Both statements are true](#)

10) True or False? (With respect to Porter's Generic Strategies) (0.5)

- i. A company using a cost leadership strategy for a product is highly unlikely to use a differentiation strategy for another product.
- ii. A focus strategy can be combined with a cost leadership strategy for a product.

- [Only \(ii\) is true](#)
[Both statements are true](#)
[Both statements are false](#)
[Only \(i\) is true](#)

### DESCRIPTIVE

**Answer all the questions.**

11) Hyundai's Global Command and Control Centre (GCCC) have cameras strategically placed across its centres to monitor assembly lines. This helps identify problems and respond quickly. Identify and briefly explain the steps of the management function being implemented here using the above example. (2)

12) Prof. Dr. Peter, from an Indian Engineering College (IEC), Mumbai attends an International conference, on Current Trends in Engineering Education, in Japan. During the conference, he speaks to many other participants about the way they design their curriculum in their countries and shares his views with them. Prof. Dr. Peter realizes that most of the colleges in other countries have introduced a concept of open electives in their curriculum. After coming back to IEC, he speaks to the college management and other heads of departments and convinces them about the benefit of introducing open electives concepts in the engineering curriculum. IEC introduces open electives in their curriculum and this move is widely appreciated by the students and also by the companies that come to IEC for placements. (2)

Citing the lines from above case, state the managerial roles played by Prof. Dr. Peter (by referring to managerial roles by Mintzberg) at each stage.

13) Three years ago Mr. Akarsh completed his degree in food processing. He worked for one year in a company manufacturing noodles, masala powders and pastas. He was not happy in the company (3)

and decided to have his own organic food processing unit for the same. He set the objectives and the targets and formulated action plan to achieve the same. One of his objectives was to earn 10% profit on the amount invested in the first year. It was also decided that raw materials like fruits, vegetables, spices etc. will be purchased on three months' credit from farmers cultivating organic crops only. He also decided to follow the steps required for marketing of the products through his own outlets. He appointed Ms. Keerthana as a production manager who decides the exact manner in which the production activities are to be carried out. Ms. Keerthana also prepared a statement showing the number of workers that will be required in the factory throughout the year. Mr. Akarsh informed Ms. Keerthana about his sales target for different products, area wise for the forthcoming quarter. While working on the production table a penalty of 100 rupees per day for not wearing the caps, gloves and apron was announced.

Question to be answered: Quoting lines from the above paragraph, identify any three types of plans discussed, and briefly explain.

- 14) Starbucks Corporation is an American coffee company and coffeehouse chain. Top level management of Starbucks has conducted Situation Analysis. It analysed the (I) internal factors such as management, culture, mission, resources, system process and structure (II) external factors such as customers, competitors, supplies, labour force, shareholders, society, technology, the economy and governments. The following 17 points are the outcomes of Situation Analysis. (3)

Questions to be answered

Categorize the 17 points mentioned below and re-write them under the following headings: Strengths, Weaknesses, Opportunities and Threats. Also, develop suitable strategies using TOWS analysis.

1. Strong brand-name recognition
2. Political conditions abroad may limit expansion
3. Dependence on single source of business/income
4. Expansion into untapped U.S. markets
5. Quality product
6. Strong dependence on suppliers
7. Economic conditions may make consumers unwilling to pay high prices
8. Expansion into overseas markets
9. Expansion of brand name into new products or business lines
10. Large retail distribution system
11. May be reaching saturation point in some U.S. markets
12. Good supplier relationships
13. Prices high relative to competition
14. Extensive product list
15. Merchandise sales in stores
16. Strong financial history
17. Strong human resources

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