



VII SEMESTER B.TECH. **END SEMESTER** EXAMINATION
NOVEMBER 2017

SUBJECT: ESSENTIALS OF MANAGEMENT [HUM 4001]

Date of Exam: 18/11/2017 Time of Exam: 2 PM - 5 PM Max. Marks: 50

Instruction to Candidate

Answer ALL the questions and missing data may be suitably assumed.

- 1A. In Shell Ltd. all the employees take things easy, are free to approach anyone for minor queries and problems. This has resulted in everyone talking to each other and thus resulting in inefficiency in the office. It has also resulted in loss of secrecy and confidential information being leaked out. What type of communication do you think the Manager should adopt in this case? Explain the different types. 4
- 1B. How does management skills vary across different managerial levels? 3
- 1C. What are the driving forces behind CSR? 3
- 2A. Explain the process of MBO with the help of a neat sketch. 4
- 2B. Ms.Aarti had been a district sales manager with ABC company for ten years. She was recognized by her peers and supervisors as a person who managed the department in a good way. However everyone realized that Ms.Aarti was extremely ambitious and was seeking a higher level management position. When one of her sales representative did a good job, she would attempt to take the credit. However, if a problem arose she thought it was not her fault. When the marketing manager retired Ms.Aarti applied for the position. When the search was done the decision was taken to fill the job from outside the company. They felt that she might displease the other managers if she tried to take credit for their work and as a result their performance would suffer. Due to this Ms.Aarti became despondent and her work deteriorated. She started being late with her sales reports. Although her sales staff continued to be productive, when the new marketing manager took over, one of the first major problems she confronted was how to get Ms.Aarti back on her former performance level. 3
1. Comment on the source and method of recruitment employed in the above case.
2. With respect to Maslow's hierarchy explain the motivational levels of Ms.Aarti.
- 2C. Explain the strategic planning process using a block diagram. 3

- 3A. MORE is a leading chain of departmental store offering various types of products under one roof. The company owns more than 100 stores all over the country. Each store is run by a manager who is allowed to run the store autonomously by deciding which product to be promoted, appointment of staff, handling customer complaints etc. As these managers have a good knowledge of the local situations decision making is quick and effective and it matches the customers needs. This approach helps in better customer service, boosts the morale of staff and increases motivation of the store manager as it empowers him to make innovations and take initiatives 4
1. Explain the way decisions are taken at MORE in running the store successfully.
 2. Explain three important points about the advantage of the policy followed by MORE.
- 3B. Sketch and explain product and customer departmentation. 3
- 3C. HCL Technologies has formulated a rather innovative approach to management, where employees come before customers. Every employee ranks their boss, their boss's boss and at least three other company managers on a 1 to 5 scale. Then the results are posted online for everyone to see. This company realizes that satisfied and secure employees can best focus on customer success. HCL has formed new strategic alliances, and is embarking on a rather innovative approach to sharing risk with customers. The point is that Indian companies aren't just innovating manufacturing methods, technologies and product design. Rather, management is creating energized creative teams of employees focused on customer success. Which Likert's system of management is followed by HCL leadership? Explain its merits and limitations. 3
- 4A. List the activities of staffing and explain any three. 4
- 4B. Differentiate between on the job and off the job training methods with examples. 3
- 4C. Explain the business plan process with a flowchart. 3
- 5A. FedEx operates a \$ 23 billion delivery system from its London and six other international based hubs. An important part of FedEx system is their ability to track customers' parcels at each stage of collection, shipment and delivery. Also at FedEx, its system helps in identifying which customers generate maximum profits and which eventually end up costing the company. FedEx closes the accounts that are not profitable to serve. Identify the managerial function in the above case and explain the different steps of the function with respect to it. 4
- 5B. Explain the personal traits and characteristics of an Entrepreneur. 3
- 5C. Explain the salient features of Theory Z style of management. 3