		Reg. N	No.			
MANIPAL	INSTITUTE	OF	TEC	CHN	OLC)GY

MANIPAL

A Constituent Institution of Manipal University

VII SEMESTER B.TECH. END SEMESTER MAKEUP EXAMINATION DECEMBER 2017

SUBJECT: ESSENTIALS OF MANAGEMENT [HUM 4001]

Date of Exam: 22/12/2017 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. How technological advancement influenced communication amongst organizational 4 members?
- 1B. Explain three decisional roles given by Mintzberg. 3
- 1C. Explain the concept of CSR with respect to an organization of your choice.
- 2A. Four business units A, B, C and D of a firm X have been characterised as follows, 4 after carrying out Business Portfolio Analysis:

E	Business unit	Α	В	С	D
	Category	Dog	Cash Cow	Star	Question Mark

Answer the following questions with respect to the above analysis:

- a) What is the basis of the above classification?
- b) A competitor firm Y is keen to acquire firm X's business unit 'C' and is willing to pay an attractive amount for this purpose. Should firm X accept this offer? What are the pros and cons to firm X on selling business unit C to competitor firm Y?
- c) What are the recommended strategies for products 'A' and 'B' as per the above analysis and why?
- 2B. Relate Maslow's hierarchy to the motivational techniques used in modern day 3 organizations.
- 2C. Draw an organizational chart of your choice and explain functional authority and staff 3 authority.
- 3A. How do you define span of management? Draw and explain the types of span with 4 suitable examples.
- 3B. Explain the steps in organizing and its benefits.
- 3C. Draw and explain the Blake and Mouton managerial grid.

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4A.	Explain job description, job specification, and job evaluation with examples.	4
	Explain job knowledge test and work sample test used in selection process.	3
4B. 4C.	Explain business plan process with a flowchart.	3
5A	Develop a set of standards in any area of your interest over which you might wish to exercise effective control.	4
5B.	Briefly explain the categories of entrepreneurs according to the type of business.	3
5C.	With respect to marketing explain the following:	3
	a) STP in marketing	
	b) Marketing mix	

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