

Fundamentals of Management (MG1001)

Course Instructor(s):

Ms. Farzeen Zahra

Section(s): (CS A, B, E, G)

Sessional-I Exam

Total Time (Hrs): 1

Total Marks: 30

Total Questions: 03

Date: Feb 25, 2025

Student Signature

Roll No

Course Section

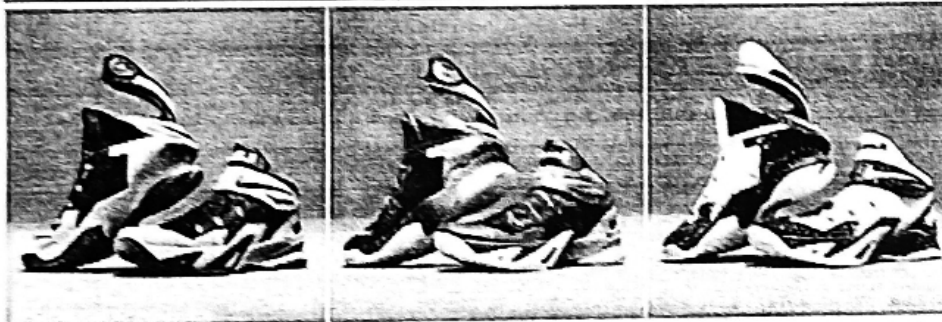
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Attempt all the questions.

[CLO 1: Understand management dynamics of the industry (3) (11)]

Q1: Read the following Passage and answer the following questions.

Shoes for Athletes with Disabilities



We are all athletes of some sort, no matter if the sport is extreme or simply climbing stairs. And, every athlete needs gear that fits well and meets their needs. It shouldn't matter what size, shape, color, or type of athlete one is, or even if the athlete has disabilities or trouble moving. Yet, for the more than 30 million Americans who have trouble walking and climbing stairs, finding athletic shoes that are easy to wear is difficult.

Nike's new Flyease shoes were designed specifically for people with disabilities. The product, inspired by an early Nike employee who had a stroke, was helped along in design by a young man with cerebral palsy who was not able to tie his own shoes. The new shoe uses a cutting edge, wrap around zipper system that opens at the back of the shoe near the heel. This system makes it easy to slide the foot in and out of the shoe, and it eliminates laces which are a problem for people who have trouble with their hands.

The shoes are available in limited quantities, and Nike is also sending Flyease shoes to two U.S. basketball teams playing in the 2015 Special Olympic World Summer Games.

Questions:

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1. Discuss innovation and design for products. How should companies work with customers on new products? **[05 Marks]**
2. Discuss social responsibility as related to this case story. **[03 Marks]**
3. Study or think about any disabled person around. Select a simple product that causes difficulties for those with disabilities. How can the product be improved to meet their needs? **[07 marks]**

[CLO 2: Consolidated (10)]

Q2: Choose the correct option. Write the correct answers in the Grid below. [10 Marks; 01 Markeach]

Q.	Option
1	C α
2	D α
3	B α
4	D
5	A
6	D
7	C
8	A α
9	A
10	C

06

The Election (Scenario)

At the present time, your organization is confronting the election of a new president and congress, changes in how the customer wants your product to look in design, changes in the age and education level of your customer, and the desire of the customer to have the product made in the newly discovered plastics used in the construction of your product.

1. The changes in the presidency and congress compose what for your organization?
 - a. general environment
 - b. specific environment
 - c. pressure group
 - d. interest group

2. The change in how the customer wants your product to look in design is an example of what?

- a. general environment
- b. specific environment
- c. pressure group
- d. interest group

3. The changes in the age and education level of your customer are an example of which of the following?

- a. economic condition
- b. political/legal condition
- ☒ c. sociocultural condition
- d. technological condition

4. To have the product made in the newly discovered plastics used in the construction of your product is an example of which of the following?

- a. economic condition
- b. political/legal condition
- c. sociocultural condition
- ☒ d. technological condition

Scientific Management (Scenario)

As an intern, Jeanna is perplexed as she hears different managers discuss their views on particular problems. She has been assigned to several departments during her internship.

5. While trying to describe a problem, one manager utilizes analysis of basic work tasks that are performed in the organization. It is most likely that this manager has studied the work of _____.

- ☒ a. Frederick Taylor → Close Supervision
- b. Edward Deming
- c. Max Weber → Bureaucracy

Classical
Humanistic
Bureaucracy
Quantitative
Administrative
Scientific

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d. Henri Fayol

6. As she talked to another manager, Jeanna learned a view of the organization that stressed strict division of labor, formal rules and regulations, and impersonal application of those rules and regulations. This manager was a student of _____.

- a. the Industrial Revolution
- ☒ b. quantitative methods
- c. spiritual knowledge
- d. bureaucracy

7. Models, equations, and formulas that aid other managers to do their jobs. This department utilizes _____.

- a. anthropology
- b. bureaucracy
- ☒ c. quantitative methods *→ Mathematical*
- d. spiritual management

8. Jeanna worked in a department where employees were seen as the driving force behind the organization, and contributions of individuals were seen as varied and distinct. This department probably saw employees through the _____ field of study.

- ☒ a. workplace diversity
- b. organizational behavior
- c. quantitative studies
- d. total quality management

9. One manager encouraged Jeanna to explore applications of statistics, optimization models, information models, and computer simulations to management activities. This manager was discussing _____.

- ☒ a. quantitative approach
- b. workplace diversity

- c. organizational behavior
- d. knowledge management

10. Which of the following is true concerning technical and managerial skills?

- a. Human skills and technical skills remain equally important as managers move to higher levels.
- b. Technical-skill needs remain necessary and human skills decrease as managers move to higher levels.
- c. Human skills remain necessary and technical-skill needs decrease as managers move to higher levels.
- d. Both human-skill and technical-skill needs decrease as managers move to higher levels.

[CLO 1: Learn about the historical background of Management, Organizational culture, its environment and its implications as well as the different approaches of management, including organizations as open systems (6) (7) (8)]

Q3: List the role categorization considering the Mintzberg's theory of management. [15 marks]

Informational, Interpersonal, Managerial?