



VII SEMESTER B.TECH. INTERNAL EXAMINATIONS NOVEMBER 2017

TEST – 1 (RETEST)

SUBJECT: ESSENTIALS OF MANAGEMENT [HUM 4001]

Date of Exam: 03/11/2017 Time of Exam: 5.45 PM - 6.45 PM Max. Marks: 15

Instructions to Candidates:

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

- 1A. Relative time spent for the managerial function 'Leading' is the highest 1
for _____.
- a) Board of Directors b) Top level managers
c) Middle level managers d) First-line managers
- 1B. Which of the following guideline is not true for MBO? 1
- a) Objectives should not be used to frighten and dominate people
b) The list of objectives should not be too long
c) Objectives should be qualitative
d) Objectives should present a challenge, indicate priorities, and promote personal and professional growth and development.
- 1C. Use of the BCG Matrix requires considering the following factors: 1
- a) Types of risk associated with product development
b) Threats that economic conditions can create in the future
c) Social factors
d) Market shares and growth of markets in which products are selling
e) a, b and d.
- 1D. The main steps of the controlling process include all of the following except: 1
- a) Taking corrective action
b) Establishing planned activities
c) Comparing performance to standards
d) Measuring performance
- 1E. _____ is that part of managing that involves establishing an intentional structure 1
of roles for people to fill in an organization.
- a) Planning b) Organizing c) Staffing d) Controlling e) Leading
2. Explain any three decisional roles given by Mintzberg with suitable examples. 3
3. "Planning is Pervasive." Explain. List any other three principles of planning. 2
4. Distinguish between verifiable and non-verifiable objectives with suitable examples. 2
5. Explain briefly Porter's generic competitive strategies with an example for each. 3
