



MANIPAL INSTITUTE OF TECHNOLOGY

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VII SEMESTER B.TECH. INTERNAL EXAMINATIONS SEPTEMBER 2017

TEST - 1

SUBJECT: ESSENTIALS OF MANAGEMENT [HUM 4001]

Date of Exam: 08/09/2017 Time of Exam: 11.45 AM - 12.45 PM Max. Marks: 15

Instructions to Candidates:

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

- 1A. Mr. Anil Jumle, a cricket team coach, has set the target and made an approach for achieving predetermined objectives for the team's practice session. He told his players to work towards achieving team goal. The function of management Anil is performing in the above case is _____ 1
- 1B. The production manager of Harsh Ltd. instructs a salesperson to go slow in selling the product, whereas the marketing manager is insisting on fast selling to achieve the target. The principle of management being violated in this case is _____ 1
- 1C. According to Sneha a marketing manager of an XYZ Ltd., a company's marketing strategy has to address certain questions, i.e., Who are the customers? What is the demand for the product? What is the pricing policy? How do we advertise the product? The strategic planning tool which Sneha is referring to in this case is _____ 1
- 1D. Atul, a purchase manager in ABC Ltd., says he has made a plan regarding how vendors should be selected for procuring supplies and how many suppliers should a company make purchases from. His plans are acting as a guide to managerial actions. The type of plan which is referred to in this case is _____ 1
- 1E. 'Cash Cows' symbolize _____ in the BCG matrix. 1
(Choose the right answer from the following options:
Introduction/Growth/Maturity/Decline)
2. Explain with examples, the interpersonal and informational managerial roles given by Mintzberg. 3



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3. Radhika opens a jewelry showroom in Jaipur after completing a course in jewelry designing. She has employed eleven persons in her showroom. For greater productivity, she divides the work into small tasks, and each employee is trained to perform his/her specialized job. The sales persons are allowed to close a deal with a buyer by giving a maximum of 10% discount, whereas the decision to give any further discount rests with Radhika as the final authority. In the earlier days of starting the business, five of her employees were asked to put in extra hours of work. In return, she had promised to give them a special incentive within a year. Therefore, after six months when the business was doing well, she awarded a cash bonus to each of these employees to honour her commitment. However, when it comes to settling the conflicts among her employees, she tends to be more biased towards her female employees. 2

In the context of the above case:

- a) Identify and explain the three principles of management that are being applied by Radhika in this case.
- b) Identify and explain the principle of management which is being violated by Radhika.

4. An automotive manufacturing company after performing internal and external situation analysis have identified the following factors relevant for their SWOT analysis: 2

- Strong brand image of competitor
- Technological skills
- Low customer retention
- Production quality
- Changing customer preferences
- Favorable government policies

Answer the following questions:

- a) Identify and classify the Strengths, Weaknesses, Opportunities, and Threats.
- b) Draw the TOWS matrix for the above (no explanation required).

5. Draw and explain systems approach to management. 3
