

Roll Number												
-------------	--	--	--	--	--	--	--	--	--	--	--	--

Narula Institute of Technology
An Autonomous Institute under MAKAUT
2023
END SEMESTER EXAMINATION - ODD 2023
HSMC505 - Principles of Management

TIME ALLOTTED: 3Hours

FULL MARKS: 70

Instructions to the candidate:

Figures to the right indicate full marks.

Draw neat sketches and diagram wherever is necessary.

Candidates are required to give their answers in their own words as far as practicable

Group A

(Multiple Choice Type Questions)

Answer any ten from the following, choosing the correct alternative of each question: 10×1=10

1. Coordination is (1) CO3 BL2
 - a) a management function.
 - b) the essence of management.
 - c) an objective of management.
 - d) a social objective

2. TQM focuses on (1) CO4 BL4
 - a) Total quality management
 - b) Total queue management
 - c) Total Quantity management
 - d) None of these

3. Six Sigma is used as a (1) CO1 BL2
 - a) Metric
 - b) Methodology
 - c) Management system
 - d) All of these

4. This function of management relating to laying down the foundation (1) CO2 BL2
for carrying out the other functions of management successfully is
 - a) Organising
 - b) Staffing
 - c) Planning
 - d) Controlling

5. Span of Management refers to the number of subordinates that can (1) CO3 BL2
be effectively supervised by
 - a) Two managers
 - b) Multiple managers
 - c) One Manager
 - d) None of these

6. The -----of the authority is an important managerial practice of getting thing done through other to given by sharing the authority with them. It enables the manager to share their workload to other (1) CO2 BL3
- accountability
 - delegation
 - responsibility
 - All of these
7. Which among the following is a type of control chart for variables? (1) CO1 BL2
- R chart
 - P chart
 - C Chart
 - U chart
8. Which one of the following statements is not correct? (1) CO1 BL1
- Management is a goal-oriented process.
 - Management is a continuous process
 - Management is a dynamic process
 - Management is a rigid process
9. Which of these is NOT a type of plan? (1) CO1 BL2
- Policies
 - Programmers
 - Balance Sheet
 - Budget
10. Which of the following gives suggestions for new product and also helps to market new product? (1) CO2 BL4
- Existing products and services
 - Distribution Channels
 - Federal government
 - Consumers
11. This function of Management related to placing the right person at the right job is (1) CO3 BL2
- Organising
 - Planning
 - Staffing
 - Controlling
12. Management is multidimensional because it has ____ dimension(s). (1) CO1 BL4
- One
 - Two
 - Three
 - Four

Group B
(Short Answer Type Questions)
(Answer any three of the following) 3x5=15

13. Answer the following: (5)

- a) Define planning (2) CO1 BL2
- b) State the various steps in planning (3) CO2 BL3
14. Explain the decision making process. (5) CO1 BL4
15. Explain styles & functions of leadership (5) CO3 BL4
16. What role does TQM play in productivity improvement (5) CO2 BL2
17. Describe Maslow's Theory of Motivation. (5) CO2 BL3

Group C
(Long Answer Type Questions)
(Answer any three of the following) 3x15=45

18. Answer All (15)
- a) XYZ power Ltd . set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the costs and the risks .the demand of lanterns was increasing day by day ,so the company decided to increase production to generate higher sales . For this they decided to employ people from the nearby village as very few job opportunities were available in that area. The company also decided to open schools and crèches for the children of its employees.
- i. Identify and explain the objectives of management discussed above.
- ii. State and two values which the company wanted to communicate to the society .
- b) What are the challenges that globalisation brings for organisations and how do organisations manage them? (7) CO3 BL3
19. Answer all of the following: (15)
- a) The following data show the value of sample mean (\bar{X}) and Range (R) for 10 samples of size 6 each. Calculate the values for central line and control limits for mean chart and range chart and comment on the state of the control.
- | Sample no. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------|----|----|----|----|----|----|----|----|----|----|
| Mean | 43 | 49 | 37 | 44 | 45 | 37 | 51 | 46 | 43 | 47 |
| Range | 5 | 6 | 5 | 7 | 7 | 4 | 8 | 6 | 4 | 6 |
- (Conversion factor for n=6 are $A_2=0.483$, $D_3=0$ and $D_4=2.0043$)
- b) Write a short note on TQM (5) CO4 BL3
20. Explain Henri Fayol's 14 principles of management (15) CO1 BL3
21. Describe Mckinsey's 7s Model and its usage. (15) CO2 BL3
22. Describe Marketing Management. Discuss the different marketing promotional strategy with suitable examples. (15) CO3 BL5