

- b. Give an account of Henry Fayol's 14 principles of management. 12 3 1 12
29. a. Explain the steps involved in the planning process with its advantages and disadvantages. 12 2 2 12

(OR)

- b. What is MBO? What are the steps involved in MBO? Mention its benefits. 12 1 2 9
30. a. Critically examine Maslow's need priority model. How far up the hierarchical ladder do most people progress? 12 4 3 12

(OR)

- b. Explain the steps involved in controlling and explain the various types of control with an example each. 12 2 3 12
31. a. What is strategic management process? Explain the various levels of strategy. 12 5 4 2

(OR)

- b. Explain Porter's five force model and what is the main focus of the Porter's five force model? 12 4 4 12
32. a. What is recruitment? Explain the steps involved in attracting a quality workforce. 12 2 5 12

(OR)

- b. What is training and development? Explain the steps involved in developing a quality workforce. 12 2 5 12

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Reg. No.

**B.Tech. DEGREE EXAMINATION, JUNE 2023**

Third & Fourth Semester

18PDH102T – MANAGEMENT PRINCIPLES FOR ENGINEERS

(For the candidates admitted from the academic year 2018-2019 to 2021-2022)

Note:

- (i) **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40<sup>th</sup> minute.
- (ii) **Part - B & Part - C** should be answered in answer booklet.

Time: 3 hours

Max. Marks: 100

**PART – A (20 × 1 = 20 Marks)**

Answer **ALL** Questions

- |  | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 1. _____ skills give managers an ability to think analytically and achieve integrative problem solving<br>(A) Marketing (B) Conceptual<br>(C) Mastery (D) Cooking  | 1     | 1  | 1  | 2  |
| 2. Team work, a sense of unity and togetherness, should be fostered and maintained is called _____.<br>(A) Crops De corps (B) Initiative<br>(C) Esprit De corps (D) Service  | 1     | 2  | 1  | 9  |
| 3. Traditional organization focuses on _____, modern organization focuses on _____.<br>(A) Money, time (B) Manager, employee<br>(C) Job, skill (D) Attitude, behaviour   | 1     | 1  | 1  | 12 |
| 4. _____ is the concept that illustrates how the objectives will be achieved.<br>(A) Result (B) Strategy<br>(C) Budget (D) Money   | 1     | 4  | 1  | 12 |
| 5. Developing a plan to increase sales of a product at a specific geographical area is an example of _____ decisions.<br>(A) Risk (B) Structured<br>(C) Uncertain (D) Unstructured   | 1     | 1  | 2  | 9  |
| 6. In air-conditioned buses the statement "In case of emergency break glass" displayed alongside a hammer box is an example statement for _____.<br>(A) Policy (B) Strategy<br>(C) Procedure (D) Objective                         | 1     | 1  | 2  | 8  |
| 7. Byju's classes decision to launch mobile as well as tablet application targeting younger kids is an example of _____.<br>(A) Programmed decisions (B) Runtime decisions<br>(C) Non-programmed decisions (D) Information systems | 1     | 4  | 2  | 2  |

8. The possible disadvantage of management by objective is \_\_\_\_\_.  
 (A) Its failure to control progress (B) Its over emphasis on production of work and attainment of results and productivity  
 (C) Too much commitment to the organization (D) The deficiency of mid-term and short-term planning
9. Cargo Ltd. has a staff of 500 people in different departments. The organization structure portrays that 150 people work in production department, 200 in finance department, 70 in IT department and 80 in HR department. Identify the kind of organizational structure being followed by the organization.  
 (A) Functional structure (B) Divisional structure  
 (C) Informal structure (D) Matrix structure
10. Robert has a lot of internal drive. His overall goal in life is 90 to "progress over profession" in all aspects of his life. Which level of Maslow's needs is reflected in Robert's attitude?  
 (A) Social (B) Self-actualization  
 (C) Physiological (D) Esteem
11. \_\_\_\_\_ is the influence based on the managers authority resulting by the management position in the organizations hierarchy?  
 (A) Reference power (B) Expert power  
 (C) Legitimate power (D) Coercive power
12. Rearrange the controlling process in order  
 (i) Comparison of actual performance with the standard  
 (ii) Taking corrective actions  
 (iii) Establishing standards  
 (iv) Measurement of actual performance  
 (A) (ii) (iii) (iv) (i) (B) (iv) (ii) (i) (iii)  
 (C) (iii) (iv) (i) (ii) (D) (i) (iv) (ii) (iii)
13. \_\_\_\_\_ describes a company's long-term direction towards growth by administering business and product lines  
 (A) Business strategy (B) Corporate strategy  
 (C) Functional strategy (D) Policy
14. The development of comprehensive plans for the better management of environmental opportunities and threats, in light of corporate strengths and weakness is called \_\_\_\_\_.  
 (A) Strategy formulation (B) Strategy implementation  
 (C) Strategy evaluation (D) Strategy control
15. Business units whose growth rate is less but still has the largest relative market share producing huge profits are called \_\_\_\_\_.  
 (A) Dogs (B) Cash cows  
 (C) Stars (D) Question mark

16. A useful summary technique to assess the business internal position and external environmental influences is \_\_\_\_\_.  
 (A) SWOT analysis (B) Porter's five force model  
 (C) Pest model (D) Scenario planning
17. A \_\_\_\_\_ lists the traits each employee should have and rates workers on a numbered scale for each trait  
 (A) Ranking method (B) Paired comparison  
 (C) 360 degree appraisal (D) Graphic rating scale
18. The process of eliminating unsuitable candidates is called \_\_\_\_\_.  
 (A) Selection (B) Recruitment  
 (C) Interview (D) Induction
19. \_\_\_\_\_ is a written narrative that describes the general tasks or other related duties and responsible of a position  
 (A) Job specification (B) Policies  
 (C) Mission-vision statement (D) Job description
20. \_\_\_\_\_ measures the strengths and weakness of the employee.  
 (A) Training (B) Performance appraisal  
 (C) Interview (D) Orientation

#### PART – B (5 × 4 = 20 Marks)

Answer ANY FIVE Questions

21. Explain the various functions of management.
22. Define decision making and explain the process of decision making that affects the efficiency of the business decision.
23. How does controlling help in accomplishing organizational goals and making efficient use of resources?
24. Explain BCG matrix with a diagram.
25. Describe various leadership styles with examples.
26. Explain the importance of technology in work place.
27. What is performance appraisal? Explain any one performance appraisal method.

#### PART – C (5 × 12 = 60 Marks)

Answer ALL Questions

28. a. State and explain three managerial roles as identified by Henry Mintzberg. Clearly identify how each is subdivided.

(OR)