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B.Tech. DEGREE EXAMINATION, DECEMBER 2023

Third to Fifth Semester

18PDH102T – MANAGEMENT PRINCIPLES FOR ENGINEERS

(For the candidates admitted from the academic year 2020-2021 & 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 40th minute.
- (ii) **Part - B & Part - C** should be answered in answer booklet.

Time: 3 hours

Max. Marks: 100

PART – A (20 × 1 = 20 Marks)

Marks BL CO PO

Answer ALL Questions

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|--|---|---|---|----|
| 1. Henry Foyal and F.W.Taylor belong to which of the following school of management? | 1 | 1 | 1 | 12 |
| (A) Neoclassical school | | | | |
| (B) Modern school | | | | |
| (C) Classical school | | | | |
| (D) Early perspective | | | | |
| 2. “Authority is undermined, discipline in jeopardy, order disturbed and stability threatened”. The above statement is the violation of one of the principles of management. | 1 | 1 | 1 | 12 |
| (A) Unity of command | | | | |
| (B) Discipline | | | | |
| (C) Unity of direction | | | | |
| (D) Stability of personnel | | | | |
| 3. Direction is a _____ function performed by all the managers at all levels of an organization. | 1 | 1 | 1 | 12 |
| (A) Managerial | | | | |
| (B) Organizational | | | | |
| (C) Operational | | | | |
| (D) Departmental | | | | |
| 4. Which of the following is true about managers within an organization? | 1 | 1 | 1 | 9 |
| (A) Management skills apply to managers at top levels in an organization | | | | |
| (B) Management skills apply to managers at all levels in an organization | | | | |
| (C) Management skills apply to managers at middle levels in an organization | | | | |
| (D) Management skills apply to managers to executive levels in an organization | | | | |
| 5. Decision making is typically described as which of the following? | 1 | 1 | 2 | 2 |
| (A) Deciding what is correct | | | | |
| (B) Putting preferences on paper | | | | |
| (C) Choosing among alternatives | | | | |
| (D) Processing information to completion | | | | |
| 6. Forecasting techniques fall into which of the following two categories? | 1 | 1 | 2 | 2 |
| (A) Fixed asset and human capital | | | | |
| (B) Predictive and confirmatory | | | | |
| (C) Quantitative and qualitative | | | | |
| (D) Empirical and conceptual | | | | |

7. MBO offers the basis for assessing the _____. 1 1 2 10
 (A) Operations (B) Performance
 (C) Equality (D) Review
8. Policies are flexible whereas procedures are _____. 1 1 2 12
 (A) Specific (B) Detailed
 (C) Rigid (D) Barriers
9. In Maslow's Need Hierarchy, a healthy work environment is an example of what type of need? 1 1 3 12
 (A) Physiological (B) Esteem
 (C) Safety (D) Social
10. Transactional leadership has which of the following characteristics? 1 1 3 9
 (A) Takes the view that rewards and punishment motivate staff (B) Seeks to ensure staff understand issues facing the organization
 (C) Seeks to involve staff in the decision making process (D) Believes that success arises from leaders and staff working together
11. Controlling plays an important role in helping to _____. 1 1 3 12
 (A) Increase the costs (B) Fixing the standards
 (C) Identify opportunities (D) Manage time
12. Which famous management thinker was associated with the development of 'theory X'? 1 1 3 12
 (A) Douglas McGregor (B) Abraham Maslow
 (C) Fredrick Herzberg (D) Chester Barnard
13. The SWOT approach assesses an organizations _____. 1 1 4 12
 (A) Speed, wants, order, timing (B) Studies, workflows, opportunities, trails
 (C) Strengths, weaknesses, opportunities, threats (D) Sings, worries, objectives, techniques
14. Set of processes involved in creating or determining the strategies of an organization is called _____. 1 1 4 8
 (A) Strategy formulation (B) Strategy implementation
 (C) Strategy evaluation (D) Strategy imitation
15. Alternatives that an organization chooses from its operations across several industries and several markets are called _____. 1 1 4 2
 (A) Business-level strategy (B) Corporate-level strategy
 (C) Functional-level strategy (D) Market-level strategy
16. All of the following are the examples of the actions that can be taken in strategy implementation stage except _____. 1 1 4 9
 (A) Changing organizations pricing strategy (B) Developing new employee benefits
 (C) Transferring managers among divisions (D) Taking corrective action when needed

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|--|-------------------------|
| 17. Human resource management emphasizes _____. | 1 1 5 12 |
| (A) Development of people (B) Punishment of people | |
| (C) Adoption of people (D) Analyzing of people | |
| | |
| 18. _____ arranges the job in numerical order from highest rank to lowest rank on the basis of duties and responsibilities | 1 1 5 12 |
| (A) Ranking method (B) Grading method | |
| (C) Point rating method (D) Factor comparison method | |
| | |
| 19. The difference among individuals performing jobs at the same work place are classified as _____. | 1 1 5 9 |
| (A) Diversity (B) Opportunity | |
| (C) Employment (D) Cultural unemployment | |
| | |
| 20. Employees in organizations with strong cultures _____. | 1 1 5 6 |
| (A) Are more committed to their organizations (B) Are more likely to leave the organization than stay | |
| (C) Are more willing to perform illegal activities (D) Are more likely to follow directives from peers | |

PART – B (5 × 4 = 20 Marks)
Answer **ANY FIVE** Questions

- | | Marks | BL | CO | PO |
|---|-------|----|----|----|
| 21. Compare and contrast traditional and modern organization. | 4 | 2 | 1 | 12 |
| 22. Explain the significance of planning in the process of management. | 4 | 1 | 2 | 12 |
| 23. Classify the sources of power used by leaders. | 4 | 1 | 3 | 12 |
| 24. An ethical leader can make an impact on the business. Justify. | 4 | 3 | 3 | 2 |
| 25. Differentiate between competitive advantage and core competency. | 4 | 2 | 4 | 12 |
| 26. Enumerate the importance of diversity in an organization. | 4 | 2 | 5 | 12 |
| 27. Write the four views of ethical behaviour . | 4 | 1 | 5 | 10 |

PART – C (5 × 12 = 60 Marks)
Answer **ALL** Questions

- | | Marks | BL | CO | PO |
|--|-------|----|----|----|
| 28. a. Write the types of managers and explain Mintzberg's managerial roles. | 12 | 2 | 1 | 10 |
| (OR) | | | | |
| b. Explain the role of Henry Fayol in the management theories. | 12 | 2 | 1 | 12 |
| | | | | |
| 29. a. "Decision making involves the selection of a course of action from two or more possible alternatives". Illustrate this statement with an example. | 12 | 2 | 2 | 2 |

(OR)

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|---|----|---|---|----|
| b. Enumerate six points of importance and features of planning. | 12 | 2 | 2 | 12 |
|---|----|---|---|----|
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|---|----|---|---|---|
| 30. a. "At its best, leadership development is not an 'Event'. It's a capacity-building endeavor. It's a process of human growth and development". List the qualities of an ethical leader. | 12 | 2 | 3 | 8 |
|---|----|---|---|---|
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- (OR)**
- | | | | | |
|--|----|---|---|---|
| b. Define controlling and list steps of controlling process with an example of a simple customer service activity in a service industry. | 12 | 2 | 3 | 9 |
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| 31. a. Explain the growth and diversification strategies and restructuring model used by organizations. | 12 | 2 | 4 | 9 |
|---|----|---|---|---|
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- (OR)**
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| b. Examine the four quadrants of the BCG matrix with examples. | 12 | 2 | 4 | 10 |
|--|----|---|---|----|
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|---|----|---|---|---|
| 32. a. Explain the various techniques in developing a quality workforce in an organization. | 12 | 2 | 5 | 9 |
|---|----|---|---|---|
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- (OR)**
- | | | | | |
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| b. Write about internal environment and organizational culture including leadership and culture. | 12 | 2 | 5 | 6 |
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