

Code No: **R1942051**

R19

Set No. 1

IV B.Tech II Semester Regular Examinations, April – 2023

MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

(Common to Computer Science & Engineering and Information Technology)

Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks*

UNIT I

- | | | | |
|---|----|---------------------------------------------------|-----|
| 1 | a) | Explain the organizational concepts of management | [7] |
| | b) | Discuss the nature and importance of management | [8] |
| | | (OR) | |
| 2 | a) | Describe the Fayol's Principles of Management | [7] |
| | b) | Examine the process of MBO | [8] |

UNIT II

- | | | | |
|---|----|-----------------------------------------------------------------|-----|
| 3 | a) | Explain the Determination of Current and Future HR Requirements | [7] |
| | b) | Explain the competency based approach to selection. | [8] |
| | | (OR) | |
| 4 | a) | Enumerate the executive development programmes | [7] |
| | b) | State the features of wage and salary administration | [8] |

UNIT III

- | | | | |
|---|----|-------------------------------------------------------------------|-----|
| 5 | a) | What is the Strategic Management? Explain its role and importance | [7] |
| | b) | What are steps in strategy formulation and implementation? | [8] |
| | | (OR) | |
| 6 | a) | Describe the statements of Mission, Vision, Objectives and policy | [7] |
| | b) | Examine the elements of corporate planning process. | [8] |

UNIT IV

- | | | | |
|---|----|---------------------------------------------------|-----|
| 7 | a) | Define perception and explain its process | [7] |
| | b) | Explain Douglas McGregor's theory X and theory Y | [8] |
| | | (OR) | |
| 8 | a) | What do you mean by personality development? | [7] |
| | b) | Describe the Maslow's Needs theory of motivation. | [8] |

UNIT V

- | | | | |
|----|----|---------------------------------------------------------------------|-----|
| 9 | a) | Explain about the group dynamics and its kinds | [7] |
| | b) | Define stress. What are the causes and effects of stress? | [8] |
| | | (OR) | |
| 10 | a) | Examine the stages of group development | [7] |
| | b) | Define organizational conflict and explain the reasons for conflict | [8] |



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Set No. 2

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Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks*

UNIT I

- 1 a) Define management and its functions [7]
b) Discuss the Taylor's scientific management [8]
(OR)

- 2 a) What is systems approach to management [7]
b) Explain the qualities of good organization structure. [8]

UNIT II

- 3 a) Describe the Objectives and Functions of HRM. [7]
b) Define Job Analysis. Discuss the objectives of Job Analysis. [8]
(OR)

- 4 a) Define grievance management. Explain why it is essential to manage grievance on time. [7]
b) Describe the forces / factors affecting marketing mix? [8]

UNIT III

- 5 a) What is the Process of Strategic Management? [7]
b) Define Value Chain Analysis and Describe how it helps managers to assess the strengths and weaknesses of their firm. [8]
(OR)

- 6 a) Examine generic strategy alternatives. [7]
b) Write about Bench marking and Balanced score card. [8]

UNIT IV

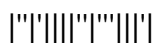
- 7 a) What do you mean by impression management? [7]
b) Discuss any two theories of motivation. [8]
(OR)

- 8 a) Define attitude and explain its process. [7]
b) Discuss the Hetzbers' two factor theory of motivation. [8]

UNIT V

- 9 a) What do you mean group dynamics and explain types of group dynamics? [7]
b) Describe the coping strategies of stress. [8]
(OR)

- 10 a) Illustrate the group behaviour and group performance factors. [7]
b) Discuss the different kinds of conflict and how to manage it [8]



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Set No. 3

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Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks*

UNIT I

- 1 a) What do you mean by management? Explain its nature [7]
b) Explain the different types of leadership styles [8]
(OR)
- 2 a) Examine the functions of Management. [7]
b) Evaluate the Departmentation and Decentralization [8]

UNIT II

- 3 a) How would you evaluate the effectiveness of a training programme? [7]
b) “Performance appraisal is not merely for appraisal but is for improvement of employee performance.” Explain the statement. [8]
(OR)
- 4 a) Why is it essential to pay special attention in designing Employee Compensation? [7]
b) Discuss the concepts of marketing. [8]

UNIT III

- 5 a) Describe the different aspects of environmental scanning necessary for identifying opportunities and threats in a company’s environment [7]
b) Examine the elements of corporate planning process. [8]
(OR)
- 6 a) Define Value Chain Analysis and Describe how it helps managers to assess the strengths and weaknesses of their firm. [7]
b) Explain the importance of Bench marking as contemporary business strategies. [8]

UNIT IV

- 7 a) ‘Personality development builds the behaviour and character’ - Discuss [7]
b) What do you mean by learning organization? [8]
(OR)
- 8 a) Explain the change management and its process. [7]
b) Compare and contrast between Maslow’s needs theory and Herzberg’s two factor theory of motivation [8]

UNIT V

- 9 a) Discuss the different stages of group development. [7]
b) What do you mean by organization climate and culture? [8]
(OR)
- 10 a) Define conflict and explain the organizational conflict [7]
b) Explain the causes effects for stress management. [8]



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Time: 3 hours

Max. Marks: 75

Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks

UNIT I

- 1 a) Explain the nature and importance of management [7]
b) Discuss about social responsibilities of management [8]
(OR)
- 2 a) What are fourteen principles of management? [7]
b) Define organization and how to design the organization [8]

UNIT II

- 3 a) Explain the concept of human resource management. [7]
b) "Training like any other HR function, should be evaluated to determine its effectiveness." Explain. [8]
(OR)
- 4 a) Explain the Concept of Job Evaluation. [7]
b) Define marketing mix and explain elements in it. [8]

UNIT III

- 5 a) Define 'Mission' in your own words. Mention the characteristics of a good mission statement. [7]
b) What is SWOT analysis? Carry out SWOT analysis for any industry of Your choice. [8]
(OR)
- 6 a) What do you mean by Value Chain Analysis? Explain its importance? [7]
b) Explain the generic strategy alternatives. [8]

UNIT IV

- 7 a) Examine the Reinforcement Motivation and its process. [7]
b) What are the assumptions of theory X and theory Y? [8]
(OR)
- 8 a) Explain the perceptual process of personality development [7]
b) Define positive attitude explain its influencing factors [8]

UNIT V

- 9 a) What do you mean by group behaviour? Explain its significance. [7]
b) Examine the different types of conflicts. [8]
(OR)
- 10 a) What are the strategies for managing of conflicts? [7]
b) Discuss about organization and organizational climate and culture. [8]

