



Information Technology University of the Punjab  
Quiz #2

Course Title	Introduction to Management			Course Code	BSSE23T	Credit Hours	3
Course Instructor	Mr. Maroof Hamid			Programme Name	BS Software Engineering		
Semester	Batch	BSSE 23	Section	A&B	Date	22/11/2024	
Time Allowed	1.5 Hours			Maximum Marks	15		
Student's Name	Zunaira Akmal Aziz			Roll No.	BSSE23057		

**Instructions for Attempting the Quiz**

1. Inscribe your full name, registration number, section, date and other relevant details on the question paper.
2. Return the question paper.
3. Attempt all questions on the question paper.
4. Give relevant and precise answers.
5. Overwritten MCQs will be marked zero.
6. people found with mobile phone or cheating in the quiz will lead to immediate -5 marks and repetitive action will result in quiz cancellation.
7. MCQ's are scenario based every new scenario is labelled with capital bold "S" such as S1...S2.

MCQ's	Theory	Total Marks
23/ 20	10/ 7	33/ 27



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(MCQs 16 marks)

For each of the following, choose the answer that *most completely* answers the question.

S1. Apex Construction has hired Wendell Phillips to provide management consulting for the organization. Wendell's first assignment involves helping the company to improve productivity by recommending ways to strengthen managers' supervisory skills.

Wendell notices that the company's top executives share a belief that managers are directly responsible for the organization's success or failure. This belief reflects a(n) \_\_\_\_\_ view of management.

- a. traditional
- ☒ b. omnipotent ✓
- c. standard
- d. symbolic

Wendell interviews many middle-level managers and discovers that they share a different view of management. These individuals believe that external factors constrain managers' influence over outcomes. The mid-level managers have a \_\_\_\_\_ view of management.

- a. traditional
- b. omnipotent
- c. standard
- ☒ d. symbolic ✓

S2. Todd works for SeaLan Tech, an environmental consulting firm that has just been purchased by Zerex, Inc., a biomedical research organization. Based on his early encounters with the new upper management from Zerex, Todd feels that SeaLan is a "lower-key, friendlier" organization. He is concerned that the new company will eliminate SeaLan's old culture, and he does not like the prospects.

Todd is concerned with the degree to which managers focus on results or outcomes rather than techniques and the processes used to achieve those outcomes. He is concerned with \_\_\_\_\_.

- a. stability
- b. aggressiveness
- c. team orientation
- ☒ d. outcome orientation ✓

Todd notices that management is very concerned with the effects of outcomes on people within the organization. This is referred to as \_\_\_\_\_.

- a. stability
- b. aggressiveness
- c. team orientation
- ☒ d. people orientation ✓

Todd is assessing the organization's \_\_\_\_\_, the degree to which organizational activities emphasize maintaining the status quo in contrast to growth.

- ☒ a. stability ✓
- b. aggressiveness
- c. team orientation
- d. outcome orientation





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S3. At the present time, your organization is faced with many changes. One of these is the election of a new president and Congress. Another concerns new requests from customers for changes to the look of your product design. A third involves changes in the ages and education levels of your customer base. Your customers have also recently expressed a desire to have your product manufactured using a newly discovered type of plastic.

The changes in the presidency and Congress represent which of the following environmental factors for your organization?

- a. general environment ✓
- b. specific environment
- c. pressure group
- d. customers

The change in how customers want your product to look in design is an example of which of the following types of factors?

- a. political/legal
- b. specific environment
- c. global ✓
- d. demographic

The changes in the ages and education levels of your customers are an example of which of the following conditions?

- a. economic
- b. political/legal
- c. demographic ✓
- d. technological

S4. You are a manager of marketing for your company. The company is planning to introduce a new medical product that has stirred up controversy among certain public groups. Members of your research and development department have pointed out that the company has a history of introducing controversial products successfully. Members of your marketing staff respond by emphasizing that this product is more controversial than any product introduced previously.

The public groups that oppose the introduction of the new medical product are known as which of the following?

- a. service groups
- b. defense groups ✓
- c. pressure groups
- d. informal groups

The environment places constraints on the behavior of managers. Suppose you are the manager of a real estate office trying to maximize profits. You attempt to understand the forces within your organization's environment. If the mortgage interest rates increase, this would be an example of changing \_\_\_\_\_ in your general environment.

- a. economic conditions ✓
- b. political conditions
- c. competition
- d. social conditions



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S5. Sondra needed help. Her insurance company's rapid growth was necessitating making some changes, but what changes? Should they add to the existing information system or should they buy a new system? She was given the responsibility of analyzing the company's present information system and deciding what the company should do that would give them plenty of room. She was confused and needed help in making the correct decision.

According to the decision-making process, the first step Sondra should take is to \_\_\_\_\_.

- a. analyze alternative solutions
- b. identify decision criteria
- c. evaluate her decision's effectiveness
- ☒ d. identify the problem

According to the decision-making process, the second step Sondra should take is to \_\_\_\_\_.

- a. analyze alternative solutions
- ☒ b. identify decision criteria
- c. evaluate her decision's effectiveness
- d. allocate weights to the criteria

Allocating weights to the criteria is the step in the decision-making process that occurs between identifying the decision criteria and \_\_\_\_\_.

- ☒ a. developing the alternatives
- b. selecting alternatives
- c. implementing the alternative
- d. identifying the problem

When Sondra is conveying her decision to those affected and getting their commitment to it, she is performing which step in the decision-making process?

- a. analyzing alternative solutions
- b. selecting alternatives
- ☒ c. implementing the alternative
- d. identifying the problem

S6. Colleen is a student, and her older brother has loaned her an old car. The car is in need of several repairs before she will feel comfortable driving it.

Colleen's brother has a different view of the repairs. He assumes that the repair person is using the best information available, but there may be other unexpected repairs that might surface and that a higher budget might be more reasonable. He is using \_\_\_\_\_.

- a. rational decision making
- b. risk avoidance
- ☒ c. bounded rationality
- d. Stage 4 decision making

Colleen's brother feels the car is worth repairing because he has owned several cars made by the same manufacturer as this car, and he has driven this car for several years. He is using \_\_\_\_\_ to determine that the car has value despite its need of repair.

- ☒ a. intuitive decision making
- b. selective coordination of thought processes
- c. sunk costs
- d. return on investment





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S7. Michelle has a new job and is learning to perform the tasks assigned to her. Different situations demand different decision-making processes.

Michelle finds a situation that instructs her in specific, interrelated, sequential steps to respond to a problem. This is referred to as a \_\_\_\_\_.

- a. rule
- b. policy
- c. broad guideline
- ☒ d. procedure ✓

Michelle finds a company directive that specifically restricts her from taking certain actions. This is a \_\_\_\_\_.

- ☒ a. rule ✓
- b. policy ✓
- c. broad guideline
- d. procedure -

As she learns the general guidelines of the job, Michelle is given more decision-making authority. The guidelines establish parameters for decision making and are referred as a \_\_\_\_\_.

- a. rule
- ☒ b. policy ✓
- c. broad guideline ✓
- d. procedure

Michelle eventually finds a problem that has no cut-and-dry solution. The problem is unique and will never occur again. This problem is referred to as \_\_\_\_\_.

- a. flexible
- b. programmed
- c. adaptable
- ☒ d. nonprogrammed ✓

S8. Sandy Jo is the manager for TrucksRUs, a medium-sized hauling service located in the Southeast. She is responsible for scheduling trucks, initiating new routes, and staffing both existing and new routes. She is currently struggling with existing information about the profitability of existing and future truck routes.

Sandy Jo can make accurate decisions if she is willing to pay \$5,000 for research about the profitability of various truck routes. If she pays for the research, she believes that she is operating under a condition of \_\_\_\_\_.

- a. certainty ✓
- b. risk
- c. uncertainty
- ☒ d. maximax ✓

Joe, Sandy Jo's best driver, tells her that he believes he can estimate that there is a 75 percent probability that they can get the business of Pork Brothers, Inc., if they initiate a truck route through rural North Carolina. Joe is operating under a condition of \_\_\_\_\_.

- a. certainty
- ☒ b. risk ✓
- c. uncertainty
- d. maximax



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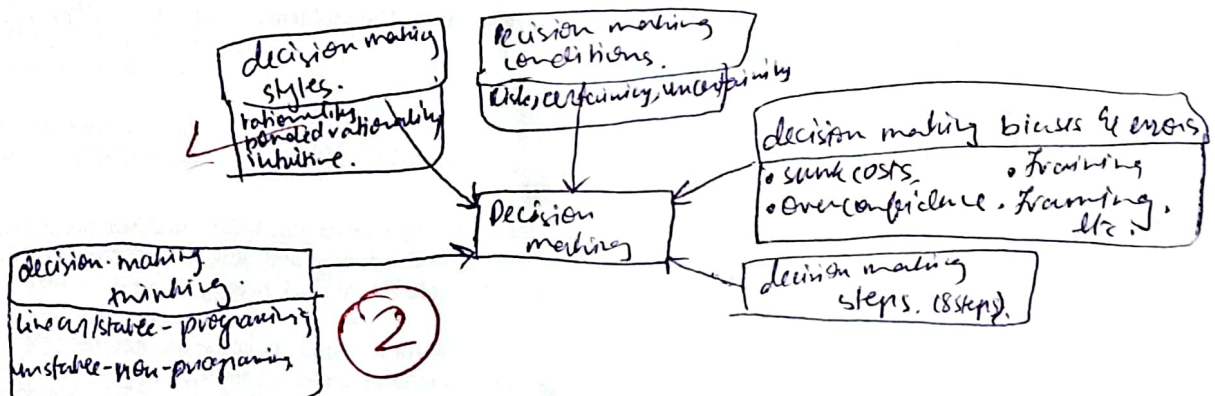
Sandy Jo knows that she is operating in an uncertain environment. She is basically an optimist, and we would, therefore, expect her to follow a \_\_\_\_\_ strategy.

- a. certainty
- b. risk
- c. uncertainty
- d. maximax

### THEORY

Q1. Explain the overview of managerial decision making (Framework). [5]

Ans: The managerial decision making keeps in mind. looking at the different decision making styles, the decision making biases & errors. The decision making conditions (certainty, risk, uncertainty), decision making steps (The 8 steps) which are important identifying the problem, identifying decision criteria etc.



Q2. Write down 7 decision making biases and errors. [5]

- Ans:
- Overconfidence
  - Framing
  - Sunk costs
  - Immediate gratification
  - Training
  - Representation
  - All creating