

NAME: Zainab Abdul Aziz INTRO TO MANAGEMENT

ROLL NO: BSSE23058

SECTION: A

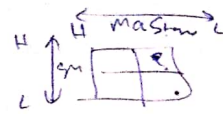
Total Marks: 33 /40

Please select only one option. If you select more than one, your answer will not be considered.

1. Which of the following is not a reason why the division of labor enhances productivity?
a. It increases worker skill and dexterity.
b. It saves time lost in changing tasks.
c. It encourages labor-saving inventions. ✓
d. It requires strict management control over worker time and motion. ✓
2. Which of the following was a major result of the Industrial Revolution? ✓
a. cottage industry
b. waterpower
c. factory manufacturing ✓
d. critical thinking
3. Frederick Taylor advocated which of the following management principles? ✓
a. Work and responsibility should be divided almost equally between managers and workers. ✓
b. Workers should perform all work, while management should maintain responsibility for the work performed.
c. Managers should perform more work than workers, because managers are generally more skilled.
d. Workers can be highly productive even if they are randomly selected for a job.
4. Frank and Lillian Gilbreth were the first researchers to utilize motion pictures to the study of _____.
a. reactions of workers in group settings
b. hand-and-body motions ✓
c. worker's reactions to pay increases
d. groups of workers in tense situations where they are assigning each other tasks
5. General administrative theorists devoted their efforts to _____.
a. developing mathematical models to improve management ✓
b. improving the productivity and efficiency of workers.
c. making the overall organization more effective ✓
d. emphasizing the study of human behavior in organizations ×
6. Fayol was interested in studying _____, whereas Taylor was interested in studying _____.
a. senior managers; effective managers
b. all managers; first-line managers ✓
c. bureaucratic structures; chains of command
d. administrative theory; macroeconomics ×
7. Which of the following is not one of Fayol's principles of management?
a. division of work
b. unity of command ✓
c. discipline
d. equality ✓
8. According to Weber's ideal bureaucracy, _____ occurs when employees are placed in jobs based on technical qualifications.
a. career orientation
b. authority hierarchy
c. impersonality
d. formal selection ✓
9. The quantitative approach to management has also been referred to by which of the following names?
a. sales optimization
b. operations research
c. managerial theory
d. statistical reformulation ✓
10. _____ is a technique that managers use to improve resource allocation decisions.

- a. Linear programming ✓
b. Work scheduling ✓
c. Economic order quantity modeling
d. Regression analysis
11. Which of the following would not be associated with the quantitative approach to management?
a. information models
b. critical-path scheduling
c. systematic motivation of individuals ✓
d. linear programming ✓
12. According to the textbook, which of the following early advocates of organizational behavior was concerned about deplorable working conditions?
a. Robert Owens ✓
b. Hugo Munsterberg
c. Mary Parker Follett
d. Chester Barnard
13. Which of the following early advocates of organizational behavior created the field of industrial psychology, the scientific study of people at work?
a. Robert Owens
b. Hugo Munsterberg ✓
c. Mary Parker Follett
d. Chester Barnard
14. _____ was one of the first to recognize that organizations could be viewed from the perspective of individual and group behavior.
a. Robert Owens
b. Hugo Munsterberg
c. Mary Parker Follett ✓
d. Chester Barnard
15. Which of the following early advocates of organizational behavior was the first to argue that organizations were open systems?
a. Robert Owens
b. Hugo Munsterberg
c. Mary Parker Follett
d. Chester Barnard ✓
16. The Hawthorne Studies were initially devised to study _____.
a. productivity levels of groups versus individuals
b. the effect of noise on employee productivity
c. the effect of illumination levels on employee productivity ✓
d. the effect of cooperative versus competitive organizational environments on productivity
17. A manager who believes that no one set of principles applies equally to all work environments is most likely advocating which management approach?
a. contingency ✓
b. workplace diversity
c. organizational behavior
d. knowledge management
18. Each of the following represents a popular contingency variable except _____.
a. organization size
b. individual differences
c. environmental uncertainty
d. ideal bureaucratic structure ✓
19. All of the following are characteristics of total quality management except _____.
a. intense focus on the competition ✓
b. concern for continual improvement ✓
c. improvement in the quality of everything the organization does ✓
d. accurate measurement ✓
e. empowerment of employees ✓

20. If United Airlines were to merge with Northwest Airlines, this would be an example of what kind of growth strategy?
- horizontal integration ✓
 - acquisition
 - expansion
 - vertical integration
21. When an organization attempts to combine with other organizations in different, but associated industries, the strategy is known as a _____ strategy.
- growth
 - horizontal integration
 - vertical integration ✓
 - related diversification
22. When an organization attempts to combine with other organizations in different and disassociated industries, the strategy is known as a(n) _____ strategy.
- unrelated diversification ✓
 - horizontal integration
 - vertical integration
 - stability
23. In the BCG matrix, a business unit that exists in a high anticipated growth rate and a low market share is known as a _____.
- cash cow
 - star
 - dog
 - question mark ✓
24. Managers should "milk" cash cows for as much as they can, limit any new investment in them, and use the large amounts of cash generated to invest in _____ and _____.
- more cash cows; question marks
 - stars; dogs
 - stars; question marks ✓
 - question marks; dogs
25. What generic competitive strategy involves a cost advantage or a differentiation advantage in a narrow segment or niche?
- differentiation
 - focus ✓
 - breadth
 - cost leadership
26. An automobile manufacturer that increased the total number of cars produced at the same cost, but with many defects, would be _____.
- efficient and effective
 - increasing efficiency ✓
 - increasing effectiveness
 - concerned with inputs
27. Effectiveness is synonymous with _____.
- cost minimization
 - resource control
 - goal attainment ✓
 - efficiency
28. Efficiency refers to _____.
- the relationship between inputs and outputs
 - the additive relationship between costs and benefits
 - the exponential nature of costs and outputs
 - increasing outputs regardless of cost
29. A manager resolving conflict among organizational members is performing what function?
- controlling
 - commanding
 - directing



30. According to Mintzberg's management roles, the duties that are ceremonial and symbolic in nature. _____ roles are those that involve people and other
- a. informational
b. interpersonal
c. technical
d. decisional

31. Describe the six elements of Max Weber's model of bureaucracy. Explain the significance of each. (5-Marks)

1. Division of labour, it signifies that the jobs should be divided into different specialization,

2. Impersonality, it says that uniform rules should be applied without personal bias.

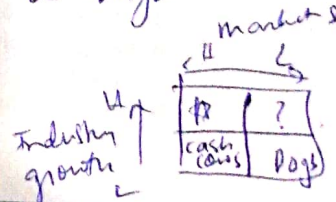
3. Career Orientation, it says that managers are professional beings not the head of the units they are in charge of.

4. Uniform rules & regulations, it says that the written rules & regulations of the organization should be applied to everyone and followed.

5. Formal selection, means the employees are hired on the basis of technical skills and qualification.

32. In a short essay, discuss the Boston Consulting Group (BCG) matrix and explain its usefulness in segmenting businesses. Include a discussion of the characteristics for each of the four categories based on the BCG matrix. (5-Marks)

The Boston Consulting Group matrix is used for proper resource allocation of the organizations products & segments. It ensures that the proper budget is allocated for each segment of the business. The four categories are Dogs, Cash cows, Question marks, Stars. The Dogs have a low market share as well as low anticipated growth rate. Whereas they should be either sold off or liquidated, whereas the cash cows have a high market share and low anticipated growth rate, they should be used to generate as much profit as possible & the profit to be used in to invest on question marks and stars. Question marks have a low market share & high industry growth, whereas the stars have a high market share and high anticipated growth rate.



6. Authority hierarchy, says that there should be a strong line of command between the managers & employees.