DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

QUESTION BANK

SUBJECT   : MG6851 PRINCIPLES OF MANAGEMENT

SEM / YEAR: VII/ IV

	UNIT I – INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS		

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.

Q.No	Questions	BT Level	Competence
1	List out the roles played by managers in an Organisation.	BTL1	Remembering
2	Differentiate Entrepreneur & Manager.	BTL2	Understanding
3	Show your understanding about the Management.	BTL3	Applying
4	Point out the functions of managers.	BTL4	Analyzing
5	Assess the concept of scientific management.	BTL5	Evaluating
6	Design the skills required by managers at different levels.	BTL6	Creating
7	Define Organization.	BTL1	Remembering
8	Distinguish between Public and Private Limited Companies	BTL2	Understanding
9	Illustrate the characteristics of managers.	BTL3	Applying
10	Explain Hawthorne experiments.	BTL4	Analyzing
11	Evaluate the factors affecting Business Environment.	BTL5	Evaluating

12	Discuss the systems approach to management.		BTL6	Creating
13	Describe organization culture.		BTL1	Remembering
14	Summarize time and motion study.		BTL2	Understanding
15	Associate your understanding of the term scalar chain and the term Esprit de Corps?		BTL3	Applying
16	Classify the types of partners.		BTL4	Analyzing
17	What is sole proprietorship and partnership?		BTL1	Remembering
18	Interpret the various types of Organisations.		BTL2	Understanding
19	Examine a private enterprise.		BTL1	Remembering
20	Quote the current trends in Management.		BTL1	Remembering
PART - B				
1	(i) Define Management.	(3)	BTL1	Remembering
	(ii) Describe the various functions of Management.	(10)		
2	(i) Discuss the principles of scientific management.	(3)	BTL2	Understanding
	(ii) Summarize the techniques of scientific management?	(10)		
3	(i) Demonstrate whether Management is science or an Art.	(3)	BTL3	Applying
	(ii) Examine the 14 principles of management?	(10)		
4	(i) Analyze the Various Levels of management.	(8)	BTL4	Analyzing
	(ii) Classify the roles of managers.	(5)		
5	(i) Discriminate the timeline of the different schools of management.	(3)	BTL5	Evaluating
	(ii) Summarize the views of different schools of management.	(10)		
6	(i) Formulate the Contingency Approach.	(5)	BTL6	Creating
	(ii) Generalize the Systems approach in Management.	(8)		
7	(i) How would you analyse business environment?	(3)	BTL1	Remembering

	(ii) Examine the various factors affecting Environment?	(10)		
8	(i) Differentiate Sole proprietorship and partnership.	(5)	BTL2	Understanding
	(ii) Express the different types of business organization.	(8)		
9	(i) Complete the various experiments in Hawthorne Studies.	(5)	BTL3	Applying
	(ii)Discover the findings of Hawthorne experiments.	(8)		
10	(i) Point out the skills required by managers.	(5)	BTL4	Analyzing
	(ii) Explain in detail about Henry Fayol's contribution towards classical approach in management.	(8)		
11	(i) List the main characteristics of Public Enterprises.	(5)	BTL1	Remembering
	(ii) What are the features of Private Enterprises?	(8)		
12	(i)Predict the relative importance of each type of skills to lower, middle and upper level managers.	(5)	BTL2	Understanding
	(ii) Give the current trends & issues in management	(8)		
13	(i) Infer the concept of Globalization.	(3)	BTL4	Analyzing
	(ii) Contrast the various challenges of management in present scenario.	(10)		
14	(i) State the elements of Organization culture.	(3)	BTL1	Remembering
	(ii) Identify the different types of culture in an organization?	(10)		

PART - C

1	Mr. Naidu was a young officer in a nationalized bank in Chennai. He was approached by Mr.Datta, owner of a small textile plant for a loan to renovate his plant. Naidu gave him a loan of Rs. 50,000. The bank's branch manager, who saw no future in textiles, was shocked at the loan transaction. He told Naidu to stay close to Datta until money was paid back. Naidu stuck so close that he became Datta's financial adviser. The loan was paid. But Naidu became Datta's partner and resigned his bank job. Naidu collected information about the textile industry there was huge scope for the industry. Within six years, Naidu

set up another textile plant to his employees Naidu was friendly and highly flexible boss. He preferred to lead by example rather than tell people how to do their jobs. However, Naidu committed a big mistake of not grooming a successor. Therefore, there was a vacuum at the top when he had a severe heart attack and died.

Answer the following questions:
i) What were the qualities of Naidu as a Manager? (5 marks)
ii) Discuss the roles played by managers according to Mintzberg. What roles of the manager did Naidu play? (5 marks)
iii) Do you think Naidu was successful Manager? (5 marks)

2	In 2006-07 PTC Food division decided to enter the fast growing (20-30% annually) snacks segment, an altogether new to it. It had only one national competitor–Trepsico'sTrito. After a year its wafer snack brand–Ringo, fetched 20% market share across the country. Ringo's introduction was coincided with the cricket world cup. The wafer snacks market is estimated to be around Rs. 250 crores. The company could take the advantage of its existing distribution network and also source potatoes from farmers easily. Before the PTC could enter the market, a cross-functional team made a customer survey through a marketing research group in 14 cities of the country to know about the snacks of eating habits of people. The result showed that the customers within the age-group of 15- 24 years were the most promising for the product as they were quite enthusiastic about experimenting new snack taste. The company reported to its chefs and the chefs came out with 16flavours with varying tastes suiting to the targeted age-group. The company decided to target the youngsters as primary target on the assumption that once they are lured in, it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week two-three local products in new names were launched, sometimes with similar names. To break through this clutter the company decided to bank upon humour appeal. The Industry sources reveal that PTC spent about Rs. 50 Crores on advertisement and used all possible media-print and electronic, both including the creation of its own website, Ringoringoyoungo.com with offers of online games, contests etc. Mobile phone tone downloading was also planned which proved very effective among teenagers. The site was advertised on all dotcom networks. EM TV, Shine TV, Bee TV and other important channels were also used for its advertisement along with FM radio channels in about 60 cities with large hoardings at strategic places. Analysts believe that Ringo's success story owes a lot to PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. The Ringo' was made visible by painting the Railway bogies passing across the States. It has also been successful to induce Lovely Brothers' Future Group to replace Trito in their Big-Bazaar and chain of food Bazaars. PTC is paying 4% higher margin than Trepsico to Future group and other retailers. Trito's share has already been reduced considerably. Retail tie-ups, regional flavours, regional humour appeals have helped PTC. But PTC still wants a bigger share in the market and in foreign markets also, if possible. Answer the following questions: i) What is SWOT analysis? (5 marks) ii) What are the strength and weakness of PTC? (5 marks) iii) What are the opportunities and threats of PTC? (5 marks)
3	Discuss the effects of globalization and liberalization in improving organizational growth.

	4	Macro and Micro Environment affects business. Discuss.		

UNIT II – PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

PART - A

Q.No	Questions	BT Level	Competence
1	Define Planning Premises.	BTL1	Remembering
2	Differentiate strategic planning and operation planning.	BTL2	Understanding
3	Apply the importance of setting organizational objectives in modern organization.	BTL3	Applying
4	Classify the types of plans.	BTL4	Analyzing
5	Evaluate the SWOT analysis matrix.	BTL5	Evaluating
6	Develop the objectives of planning.	BTL6	Creating
7	Describe MBO.	BTL1	Remembering
8	Discuss the benefits of MBO.	BTL2	Understanding
9	Show your understanding of traditional objectives setting?	BTL3	Applying
10	Differentiate objectives and goals.	BTL4	Analyzing
11	Conclude your understanding about the planning premises related to planning?	BTL5	Evaluating
12	Generalize your understanding of Delphi technique.	BTL6	Creating
13	Quote the policies in Management.	BTL1	Remembering
14	Summarize the types of policies.	BTL2	Understanding
15	Discover the characteristics of sound policy.	BTL3	Applying
16	Point out the importance of rational decision making.	BTL4	Analyzing
17	What is intuitive decision making?	BTL1	Remembering
18	Distinguish programmed and non-programmed decisions	BTL2	Understanding
19	Write the strategies and programs.	BTL1	Remembering

20	What is Strategic Management?		BTL1	Remembering

	PART - B			
1	i) List the different types of plans.	(3)	BTL1	Remembering
	(ii) How would you describe the types of plans?	(10)		
2	(i) Define MBO	(3)	BTL2	Understanding
	(ii) Explain the process of MBO	(10)		
3	(i) Illustrate the principles of planning.	(8)	BTL3	Applying
	(ii) Examine the types of planning.	(5)		
4	(i) Point out the concept of strategic and operational planning.	(5)	BTL4	Analyzing
	(ii) Infer your understanding on the various steps in planning?	(8)		
5	(i) Summarize the nature of Objectives.	(3)	BTL5	Evaluating
	(ii) Conclude the various objective setting methods.	(10)		
6	(i) Formulate the purpose of planning.	(3)	BTL6	Creating
	(ii) Create the Various Types of Organizational Plans.	(10)		
7	(i)What do you mean by Strategic and Operational Decision?	(3)	BTL1	Remembering
	(ii)Describe the programmed and non-programmed decision.	(10)		
8	(i) Interpret the essentials of formulating policies?	(3)	BTL2	Understanding
	(ii) Express the different types of strategies?	(10)		
9	(i) Classify the different types of Decisions.	(3)	BTL3	Applying
	(ii) Apply your approach for decision making in Organizations?	(10)		
10	(i) Analyze a suitable scenario for the usage of Delphi Technique.	(3)	BTL4	Analyzing
	(ii) Explain the various planning techniques.	(10)		
11	(i) Examine your understanding on framing policies.	(3)	BTL1	Remembering

	(ii) Identify the various types of Policies with examples?	(10)		
12	(i) Differentiate strategies and policies.	(3)	BTL2	Understanding
	(ii) Give the steps involved in strategic management Process.	(10)		
13	(i) Classify the various levels of strategies.	(3)	BTL4	Analyzing
	(ii) Connect how strategic management is implemented in an Organization.	(10)		
14	(i) Why is decision making is important in an Organization?	(3)	BTL1	Remembering
	(ii) Write the steps involved in Decision making process?	(10)		

PART - C

1	Tata group has set its objectives of doubling its objectives of doubling profit every three years and sales revenue every four years.
	Answer the following questions:
	   i) Give your comment on objectives of TATA group. (8 marks)
	   ii) Give guidelines for objective settings. (7 marks)

2	MBO aims at joint goal setting of superior and subordinate managers. In an MNC, Japanese managers involve Indian subordinate managers in goal settings. Indians feel this practice different because they are used to traditional objectives settings where in the managers dictate objectives to subordinates. When Japanese managers try to involve the Indian subordinate managers in goal setting, Indian Managers feel that Japanese managers are not capable of setting objectives by themselves.
	
	Answer the following questions:
	
	   i) Discuss the problems faced between Japanese Managers and Indian subordinate managers. (5 marks)
	   ii) How can Japanese managers solve the problem? (5 marks)
	   iii) Discuss the features of MBO. (5 marks)

3	Policy making is guide to action in Organisation–Demonstrate with examples
4	Administration essentially is a decision-making process: Elucidate this statement and explain the various types of decisions taken by executives

	UNIT III – ORGANIZING		
**Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design - Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management, Career planning and management.**
**PART - A**
Q.No	**Questions**	**BT Level**	**Competence**
1	Define Departmentation.	BTL1	Remembering
2	Distinguish between Authority and Power	BTL2	Understanding
3	Discover the steps involved in HR planning.	BTL3	Applying
4	Analyze the bases of span of Control.	BTL4	Analyzing
5	Assess the concept of job design.	BTL5	Evaluating
6	Develop the importance of Human resource management.	BTL6	Creating
7	What is an organization chart?	BTL1	Remembering
8	Contrast formal and informal organization.	BTL2	Understanding
9	Classify the different types of staff in organization.	BTL3	Applying
10	Point out the various categories of Departmentation.	BTL4	Analyzing
11	Evaluate how career planning is related to career development.	BTL5	Evaluating
12	Design the usage of Functional Departmentation.	BTL6	Creating
13	Describe Training.	BTL1	Remembering
14	Distinguish on the job and off the job training	BTL2	Understanding
15	Show would your understanding on the selection process errors.	BTL3	Applying
16	Infer your understanding on benefits of decentralization.	BTL4	Analyzing
17	Examine the different bases of Departmentation.	BTL1	Remembering

18	Discuss with example the concept of Departmentation by functions and product.	BTL2	Understanding
19	Write about the Performance Management.	BTL1	Remembering
20	Tell about the concept of Organizing.	BTL1	Remembering

	PART - B			
1	(i) Examine the Line and Line & Staff organizational structure.	(3)	BTL1	Remembering
	(ii)Describe the function & committee organization.	(10)		
2	(i) Interpret about the informal organization?	(3)	BTL2	Understanding
	(ii) Distinguish the benefits of formal and informal organization.	(10)		
3	(i) Demonstrate the benefits of Decentralization.	(3)	BTL3	Applying
	(ii) Relate the concept of centralization and decentralization in an Organization?	(10)		
4	(i) Analyze your conclusion regarding the importance of employee training?	(3)	BTL4	Analyzing
	(ii) Point out the methods of training.	(10)		
5	(i)Delegation is the ability to get result through others - Conclude.	(3)	BTL5	Evaluating
	(ii) Summarize the guidelines for effective delegation.	(10)		
6	(i) Invent the need for performance appraisal.	(3)	BTL6	Creating
	(ii) Formulate the various performance appraisal techniques.	(10)		
7	(i) Quote about the matrix Organization Structure.	(8)	BTL1	Remembering
	(ii) List the advantages and limitations of matrix organization.	(5)		

8	(i) Estimate the main idea of Departmentation.	(5)	BTL2	Understanding
	(ii) Summarize the various types of departmentation.	(8)		
9	(i) Illustrate your understanding on various sources recruitment?	(5)	BTL3	Applying
	(ii) Classify the advantages of internal & external sources of recruitment	(8)		
10	(i) Explain organization chart?	(3)	BTL4	Analyzing
	(ii) Compare the types of organization structures.	(10)		
11	(i) What is Span of Control?	(3)	BTL1	Remembering
	(ii) Write down the different factors influencing span of Control?	(10)		
12	(i) What is meant by Selection Process?	(3)	BTL2	Understanding
	ii) Discuss the tasks associated with identifying and selecting competent employees.	(10)		
13	(i) Classify the types of Delegation.	(5)	BTL4	Analyzing
	(ii) Infer the steps to be followed while delegating authority.	(8)		
14	(i) Define Staffing.	(3)	BTL1	Remembering
	(ii)Identify the steps involved in selection process.	(10)		

PART - C

1	A MNC with headquarters in Canada is in a dilemma to decide whether to adopt a line or a line and staff organisation structure. Highlight the advantages of line and line and staff organisation structure. According to you which structure would be suitable fora huge MNC?
2	XYZ Company has various strategic business Units such as Textiles, InfoTech, pharma and electronics. Write about the different forms of departmentation. Which form of departmentation is suitable?
3	Analyse the factors affecting span of management in an organisation
4	Discuss in detail the various types of training. Employees prefer off the job training to on the job training. Why?

UNIT IV – DIRECTING

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

PART - A

Q.No	Questions	BT Level	Competence
1	Define Leadership.	BTL1	Remembering
2	Differentiate group and individual behaviour.	BTL2	Understanding
3	Show your understanding on the concept of motivation.	BTL3	Applying
4	Classify the different types of communication.	BTL4	Analyzing
5	Evaluate the various motivation techniques.	BTL5	Evaluating
6	Generalize the usage of job enrichment.	BTL6	Creating
7	What are the advantages of Democratic Leadership Styles?	BTL1	Remembering
8	Interpret the effective communication.	BTL2	Understanding
9	Illustrate the Grapevine communication.	BTL3	Applying
10	Contrast the theories of leadership.	BTL4	Analyzing
11	Summarize the various types of leadership styles	BTL5	Evaluating
12	State the importance of leadership.	BTL6	Creating
13	What is brainstorming?	BTL1	Remembering
14	Distinguish motivators and hygiene factors.	BTL2	Understanding
15	Discover the important barriers to communication.	BTL3	Applying
16	Analyze your understanding on job satisfaction.	BTL4	Analyzing
17	List few monetary and non-monetary rewards.	BTL1	Remembering
18	Associate the motivation and satisfaction.	BTL2	Understanding
19	Quote the various elements in Maslow's hierarchy of needs.	BTL1	Remembering
20	Tell about the concept of group dynamics.	BTL1	Remembering

PART - B				
1	(i) Define Leadership Style.	(3)	BTL1	Remembering
	(ii) Identify the ways in which various leadership styles can be adopted.	(10)		
2	(i) Express the components of communication.	(3)	BTL2	Understanding
	(ii) Estimate the process of communication.	(10)		
3	Compare and contrast early theories of Motivation	(13)	BTL3	Applying
4	(i) Analyze the characteristics of a good leader.	(5)	BTL4	Analyzing
	(ii) Differentiate the various styles of leadership.	(8)		
5	(i) Identify barriers to effective interpersonal communication.	(3)	BTL5	Evaluating
	(ii) How to overcome the barriers in communication	(10)		
6	(i) Illustrate the usage of electronic media in communication.	(3)	BTL6	Creating
	(ii) Formulate the impact of electronic media in communication process.	(10)		
7	(i) List the different barriers of communication.	(3)	BTL1	Remembering
	(ii) Tell the ways to overcome the barriers of communication.	(10)		
8	(i) Summarize the X and Y Theory.	(3)	BTL2	Understanding
	(ii) Distinguish Maslow's theory with Herzberg's theory.	(10)		
9	(i) Relate Job enrichment and Job Enlargement.	(3)	BTL3	Applying
	(ii) Demonstrate the group and individual Behaviour?	(10)		
10	(i) Explain the Need Hierarchy theory?	(3)	BTL4	Analyzing
	(ii) Point out the various motivational techniques used in organizations?	(10)		
11	(i) Write the Qualities of a leader?	(3)	BTL1	Remembering
	(ii) Examine the theories of Leadership.	(10)		

12	(i) Money is a motivator - Interpret?	(3)	BTL2	Understanding
	(ii) Differentiate financial and non-financial motivators.	(10)		
13	(i) Classify the types of leadership.	(3)	BTL4	Analyzing
	(ii) Contrast the obstacles to the leader flexibility and leader styles based on them?	(10)		
14	(i) What is the need for grapevine communication?	(3)	BTL1	Remembering
	(ii) Quote the various forms of communication.	(10)		

PART - C

1	XYZ Corporation has a lot of barriers to communication. List the possibility of the various barriers. Also suggest the ways to overcome them.
2	MNCs operate in different countries. How will they manage cultural diversity?
3	Mr. Karthik has worked in a traditional conservative organisation. He shifted to a new organisation in a metropolitan city. The new job profile puts him in a position to take highly risky decisions. Though he performs well, he feels that the environment is very risky environment. What makes the difference between the two Organisations? Would you advise him to continue in his job?
4	The country head of Z InfoTech finds it difficult to communicate to his boss in California. Sometimes it is due to difference in timings, sometimes due to difference in meanings of words. Phone lines are noisy and signal breaks sometimes. What do you think would be the type of barriers faced by him while communication takes place between people of different countries?

	UNIT V – CONTROLLING		
	System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.		
	PART - A		
Q. No	Questions	BT Level	Competence
1	Define controlling.	BTL1	Remembering
2	Differentiate feed forward and feedback control.	BTL2	Understanding
3	Demonstrate the factors to be considered for a product designing.	BTL3	Applying
4	Infer your thinking about budgetary control.	BTL4	Analyzing
5	Assess the importance of purchase control?	BTL5	Evaluating
6	Prepare the necessity of budgetary control in organization.	BTL6	Creating
7	What are the characteristics of Control function?	BTL1	Remembering
8	Distinguish production and productivity.	BTL2	Understanding
9	Classify the examples can give for budgets.	BTL3	Applying
10	Analyze about feed forward control.	BTL4	Analyzing
11	Summarize your views on reporting.	BTL5	Evaluating
12	Generalize the need for critical point control?	BTL6	Creating
13	What is Performance Appraisal?	BTL1	Remembering
14	Express the principles of controlling.	BTL2	Understanding
15	Show some examples for new control techniques.	BTL3	Applying
16	Explain operations management.	BTL4	Analyzing
17	Describe the critical point control.	BTL1	Remembering
18	Summarize budgetary and non-budgetary control.	BTL2	Understanding
19	Examine preventive control.	BTL1	Remembering
20	Tell about the concept of Reporting.	BTL1	Remembering

PART - B				
1	(i)What is control?	(3)	BTL1	Remembering
	(ii) Quote the phases in control.	(10)		
2	(i) Discuss in detail about budgetary control	(5)	BTL2	Understanding
	(ii) Associate how non-budgetary control is adopted.	(8)		
3	Illustrate and explain the three steps involved in the control process.	(13)	BTL3	Applying
4	(i) Analyze the factors affecting productivity.	(5)	BTL4	Analyzing
	(ii) Point out the tools used to raise productivity.	(8)		
5	(i) Assess the importance of reporting in Organizations.	(5)	BTL5	Evaluating
	(ii) Evaluate the types of reports.	(8)		
6	(i) Generalize the various types of budgets used in organization?	(8)	BTL6	Creating
	(ii) Formulate the use of PERT and CPM.	(5)		
7	(i) Write about the meaning of productivity?	(3)	BTL1	Remembering
	(ii) List the factors associated with productivity.	(10)		
8	Discuss the various types of tools used to monitor and measure organizational performance.	(13)	BTL2	Understanding
9	(i) Show your understanding on the use of computers for Control in management?	(3)	BTL3	Applying
	(ii) Discover the various IT Concepts in management control.	(10)		
10	(i) Explain the benefits and limitations of budgetary	(3)	BTL4	Analyzing
	(ii) Connect the steps involved in implementation of budgetary control.	(10)		
11	(i) Tell about the advantages associated with preventive control?	(3)	BTL1	Remembering
	(ii) Identify the types of Control?	(10)		
12	(i) Give the meaning of operations management?	(3)	BTL2	Understanding
	(ii) Interpret the activities associated with operations management.	(10)		
13	(i) Infer Budget. Give an example.	(3)	BTL4	Analyzing
	(ii) Classify the types of Budgets.	(10)		

14	Examine the following: (i)Purchase control (ii)Maintenance control (iii)Quality control	(4) (3) (3)	BTL1	Remembering

PART - C

1	Mr. Prakash argues with Mr. Rakesh expressing his views on implementing preventive control system. Mr. Rakesh emphasizes his views that the organisation must continue with feedback control. Mr. Rakesh fears that the preventive control system would be costly. Justify the views of Rakesh and Prakash.
2	Mr. Rajan has run a business for the past 5 years but is not familiar with marginal costing. By experience, He knows that his business makes profit, but is not sure of concepts like break even. He finds it difficult to estimate sales required for a particular profit. Explain the concepts related to breakeven analysis and draw a break-even chart. Also highlight some ratios which would help to understand the performance of the business.
3	Production is essential but productivity is indispensable–Comment. Highlight the tools and techniques to measure productivity.
4	Assume you are a budget officer and try to orient a trainee on steps to be followed for implementing a budgetary control system. Also highlight the advantages and limitations of budgetary control system.