



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent institution of MAHE, Manipal)

V SEMESTER B.TECH. END SEMESTER EXAMINATIONS (MAKEUP)

(ONLINE PROCTORED)

FEBRUARY 2022

SUBJECT: ESSENTIALS OF MANAGEMENT [HUM 3052] – Part B

Date of Exam: **17/02/2022** Time of Exam: **9.20 AM to 10.35 AM** Max. Marks: 20

Instructions to Candidates:

- ❖ Answer ALL the questions and missing data may be suitably assumed.
- ❖ Duration: Writing exam – 75 min, Submission – 10 min (Total – 85 min)

- 1A** From the recruitment to induction, briefly explain the HR processes carried out, using a suitable example. **4**
- 1B** For the following areas what are the critical control points used in management. Justify your answer. **3**
- i. Employee Loyalty
 - ii. Success of Public Relations program
 - iii. Sales target
- 1C** Individual ethics are determined by family and peer influences, experiences, values and morals, and situation factors. Discuss Kohlberg's theory on moral development. **3**
- 2A** Apple's mission statement is "*Apple strives to bring the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and internet offerings.*" Taking this mission statement, develop a 'Hierarchy of Plans' for Apple. **4**
- 2B** Draw an organizational chart of a manufacturing company indicating the line and service providing departments. Discuss how the line and staff authority is exercised in that firm. **3**
- 2C** As an employee, you have certain needs to be fulfilled by your company. List and discuss those need with respect to Maslow's and Herzberg's theories of motivation in the following cases: **3**
- Case 1: In the early years of employment
- Case 2: In the later years of employment