



MANIPAL INSTITUTE OF TECHNOLOGY

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VI SEMESTER B.TECH. MAKE UP EXAMINATIONS

July 2022

SUBJECT: ESSENTIALS OF MANAGEMENT [HUM 3052]

Date of Exam: 11/07/2022 Time of Exam: 9 AM to 12 NOON Max. Marks: 50

Instructions to Candidates:

- *Answer all the questions.*

Q1A. With reference to an organization, sketch and explain how managers use MBO for organizational effectiveness. (4)

Q1B. Explain the three types of controlling widely used by managers to ensure smooth functioning of their department. (3)

Q1C. With the help of examples, explain the staffing activities that are usually performed after the selection process is completed. (3)

Q2A. With the help of proper examples, explain briefly any six types of budgets prepared by managers for a building construction company. Classify those six budgets into monetary and non-monetary type budgets. (3)

Q2B. The General Manager, Mr. Das Gupta of Arihant Co. Ltd. appointed Mr. Aryan as his production manager and gave him the charge of whole unit. He told Mr. Aryan, "From today onwards, I give you charge of the entire production unit. I have full faith in you and believe you can solve your problems. Most of the supervisors here are self-directed to work. Seldom ever have they come to me for getting their problems solved and no worker has ever complained against them. They are efficient in doing their jobs and I don't even think they need to undergo any management training programme. I am sure you can also handle your problems on your own. You don't need to consult me



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every time you deal with a problem-solving situation. You learn by doing mistakes. Nevertheless, feel free to approach me whenever you like.” (3)

Questions:

(i) Would you characterize Mr. Das Gupta as a theory X leader or a theory Y leader? State reasons.

(ii) List the four systems of management as proposed by Rensis Likert. Describe, in these circumstances, the best leadership style according to Likert's four systems of management

Q2C. Explain any two on the job training modes and any two off the job training modes that would suit the current business context. (4)

Q3A. In Shell Ltd. all the employees take things easy and are free to approach anyone for minor queries and problem. This has resulted in everyone talking to each other and thus resulting in inefficiency in the office. It has also resulted in loss of secrecy and confidential information being leaked out. What type of communication do you think the Manager should adopt in this case? Explain the different types of communication that take place in organizations. (2)

Q3B. Compare and contrast Maslow's need hierarchy and Herzberg's 2 factor theory of motivation. (4)

Q3C. What is matrix departmentation? List any two advantages and disadvantages of this type of departmentation. (4)

Q4A. What is TOWS matrix? How does it help in strategic planning for a business organization? (3)

Q4B. With reference to an organization, sketch and explain how managers perform their functions in systems approach. (4)

Q4C. Three years ago Mr. Akarsh completed his degree in food processing. He worked for one year in a company manufacturing noodles, masala powders and pastas. He was not happy in the company and decided to have his own organic food processing unit for the same. He set the objectives and the



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targets and formulated action plan to achieve the same. One of his objectives was to earn 10% profit on the amount invested in the first year. It was also decided that raw materials like fruits, vegetables, spices etc. will be purchased on three months' credit from farmers cultivating organic crops only. He also decided to follow the steps required for marketing of the products through his own outlets. He appointed Ms. Keerthana as a production manager who decides the exact manner in which the production activities are to be carried out. Ms. Keerthana also prepared a statement showing the number of workers that will be required in the factory throughout the year. Mr. Akarsh informed Ms. Keerthana about his sales target for different products, area wise for the forthcoming quarter. While working on the production table a penalty of 100 rupees per day for not wearing the caps, gloves and apron was announced.

Question to be answered:

Quoting lines from the above paragraph, identify any three types of plans discussed, and briefly explain. (3)

Q5A. What does Kohlberg's theory focus on? What is its application in managing business? (3)

Q5B. As a manager why would you choose Theory Z over US and Japanese style of management? (3)

Q5C. Explain the key components of business plan clearly highlighting their importance. (4)