

Question Paper

Exam Date & Time: 29-Nov-2023 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

FIFTH SEMESTER B.TECH. EXAMINATIONS - NOVEMBER / DECEMBER 2023
SUBJECT: HUM 3052/HUM-3052-ESSENTIALS OF MANAGEMENT

Marks: 50

Duration: 180 mins.

Answer all the questions.

- 1A) Outline the steps associated with the process of delegation. (2)
- 1B) What are some typical management practices in Japan and how can they be compared to those in the United States? (3)
- 1C) M/S Nina Automotive Designs Ltd. is an automotive component design firm situated in Bangalore. Started in 1989, this firm provides automotive design solutions for reputed clients like Toyota, Ford, Hyundai, and Suzuki. The HR manager of the organization recently conducted a HR audit and concluded that there is a requirement for senior design engineer post. (5)

Question to be answered:

List the possible sources of recruitment theoretically and mention the preferred source for this case. Also, develop the job description and job specification for this post.

- 2A) Using a clear diagram, describe the Systems Approach to Staffing and explain its significance in the recruitment/selection process. (3)
- 2B) Explain briefly the "Planning Process" with the help of a common example running through the 8 steps. (4)
- 2C) As a head of the institution, you are bound to the growth of your organization. In this regard, you have to always strategize your actions. Develop the strategies using SWOT analysis. (3)
- 3A) List 4 principles of organizing as suggested by Lyndall Urwick. Explain two principles briefly. (2)
- 3B) Answer all the FOUR PARTS (4)

i) Rajeev is a middle lever manager. He keeps all his subordinates under a lot of discipline. His employees however complain of wastage of time and efforts as they feel that nothing is being assigned in a proper way and a proper place, also no proper schedule is made for working. QUESTION: Define the principle of management being violated here. Explain briefly by citing the sentence from given case.

ii) Pakka employment is a company which takes care of the fact that the confidence of the employees should always be at its peak. For this reason, they give surety to their employees for employment for a minimum fixed tenure of time. QUESTION: Define the principle of management being followed here. Explain briefly by citing the sentence from given case.

iii) The plant superintendent of a company is very sad. When he was on leave he was expecting his subordinates to take the remaining work to the finish. However, he finds a new way of dealing with this problem. He develops a system of suggestion building from the side of workers. For this, a suggestion/complaint box is kept where the workers can drop their advice and hence take steps from their side.

QUESTION: Define the principle of management being implemented here off late by the plant superintendent. *Explain* briefly by citing the sentence from given case.

iv) Ramesh is the owner of a printing press. The size of his organisation has increased during the recent past. There are many employees who work in his organisation. The organisation is considered good and has earned a lot of reputation in the market. However, when it comes to making key decisions in the organisation related to many things he never considers the opinions of his subordinates. Even though the size of the organisation has increased yet he tries to take all the key decisions on his own.

QUESTION: One most relevant principle of management is not being followed by Ramesh. Define that principle and explain briefly by citing the sentence from given case.

3C) With the help of a block diagram, list the 8 steps involved in the planning process and discuss the steps with the help of a common example. (4)

4A) After earning her masters in fashion design, Maya opened a designer studio in the basement of her home. She has 11 staff that are responsible for various areas of the job. She meets with each employee on a regular basis to explain what is expected of him or her and what he or she must do to be considered a good a "good performer." At the same time, she provides for a relaxed work environment in which employees can converse with one another to meet their social and emotional requirements. These contacts can sometimes lead to the spread of false information. (2)

In the context of the above scenario *answer* the following question:

Name and explain briefly the two types of communication being referred to in the above paragraph.

4B) How do Japanese management practices differ from American management practices? (3)

4C) Manufacturing and marketing of semi-automatic "Pani Puri Vending Machine" business model was one of the successful projects of 2017-18 outgoing batch students of SIT. It has won several prizes in competitions. Project group consists of students from various branches of Engineering - two from E&C, one from IT, one from Computer Science and one from EEE. Idea generation and Model conceptualization took place accidentally. (5)

When two of the team members (EEE and IT students) had to wait long in front of Tiwari Chats to get pani-puri, this idea to make the machine splashed their mind. Social media has helped them in forming the team. This project has attracted hundreds of visitors when the prototype was exhibited in the SIT's Innovation Centre. Dialogues among the team members and a few Industrial Production (IP) and Mechanical Engineering (Mech.) student visitors that took place on the day of exhibition are given below:

IP students: Are you interested in manufacturing and marketing these vending machines (pointing at EEE and IT student team members)?

EEE and IT team members: No! Not at all. We just thought of applying our Engineering knowledge to create a machine successfully.

IP students: (pointing at a Mechanical Engineering student) He is Mr. Suresh. His father is an IITian. His father is having a medium scale industry in Mumbai city and it was started by him soon after his graduation. His father is the first person in their entire family to start such an industry. Like his father Mr. Suresh also is interested to start his own industry and manufacture the Pani Puri Vending Machine if "your team" permits.

Project team members: OK.

IP students: one from the student visitor group raised the hand and said, "I am Mr Vinay and I'm interested to market those machines."

Question to be answered:

Analyze the interaction between the team members and the visitors given in the above paragraphs. List and identify the different kinds of entrepreneurs (by quoting from the passage) with appropriate categorization of entrepreneurs.

- 5A) Explain Gilligan's idea that shifting focus from justice to care changes how we define moral problems. Discuss the three stages of moral development and highlight the differences between Gilligan's and Kohlberg's perspectives on morals. (3)
- 5B) The core committee of 'Revels' as well as 'Techtatva' prepare several budgets and submit to the university through proper channels. Briefly discuss the different types of budgets relevant in the above case, with proper examples. (3)
- 5C) Prepare a diagram showing the 5 categories of motivational needs described by Maslow. How can Maslow's Needs Hierarchy be applied to motivate employees in an organization? Explain by providing suitable examples. (4)

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