

Question Paper

Exam Date & Time: 29-Apr-2024 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.TECH. (ELECTRONICS AND COMMUNICATION ENGINEERING) DEGREE EXAMINATIONS - APRIL /
MAY 2024
SUBJECT: HUM 3052/HUM_3052 - ESSENTIALS OF MANAGEMENT

Marks: 50

Duration: 180 mins.

Answer all the questions.

- 1A) Discuss any five of Henri Fayol's Principles of Management. How do these principles provide a framework for effective organizational management, and provide examples of their practical applications? (5)
- 1B) Aakansha, Nikita, and Parishma are the owners of a handicraft unit in Assam, which is involved in the manufacturing and marketing of traditional mats. They decided to expand the business and follow the functional departmentalization in this organization to increase operational efficiency. They assessed and analyzed the type and number of employees required.
Questions to be answered
i) Draw the functional structure for the above organization.
ii) State the next two steps that they will have to undertake to obtain a satisfied workforce for their handicraft unit. Explain those two steps briefly. (3)
- 1C) "A Manager is of the view that he is not responsible for the quality of work that he has delegated to his subordinate."
Do you agree with his viewpoint? Justify your answer by giving proper agreements. List the steps involved in the process of delegation. (2)
- 2A) Ms Amrita had been working as an assistant manager with Pai Enterprises for the last ten years. She was very popular amongst her colleagues because of her commitment and dedication to work. When the manager senior to her retired, all her colleagues thought that now Amrita would be promoted. But to everyone's surprise, the vacant post was filled by an outsider, Mrs. Maria. Amrita felt demoralized and her performance started declining. She would absent herself often and could not meet her targets.
Mrs. Maria was a good leader who would not only instruct her subordinates but would also guide and inspire them. She noticed Ms. Amrita's behavior and felt that her performance could be improved. She started involving Amrita in the decision-making issues related to the organization and made her a part of a high-level joint-management committee. Ms Amrita was now punctual in the office and her performance started improving.
In the context of the above scenario answer the following question:
(i) Identify the function of management being performed by Mrs. Maria. State the elements of this function and briefly explain (in 2 or 3 sentences) the features of these elements.
(ii) Name the element of the above function of management that helped Ms Maria improve Amrita's behavior. (2)
- 2B) With reference to an organization, sketch and explain how managers use MBO for organizational effectiveness. (4)
- 2C) List the eight steps involved in the planning process with relevant examples. (4)
- 3A) What is Span of Control? Explain any 2 factors that affect span of control. (2)
- 3B) Radhika opens a jewellery showroom in Jaipur after completing a course in jewellery designing. (4)

She has employed 11 persons in her showroom. For greater productivity, she divides the work into small tasks, and each employee is trained to perform his/her specialized job. The sales persons are allowed to close a deal with a buyer by giving a maximum of 10% discount, whereas the decision to give any further discount rests with Radhika as the final authority. In the earlier days of starting the business, five of her employees were asked to put in extra hours of work. In return, she had promised to give them a special incentive within a year. Therefore, after six months when the business was doing well, she awarded a cash bonus to each of these employees to honour her commitment. However, when it comes to settling the conflicts among her employees, she tends to be more biased towards her female employees.

In the context of the above case answer the following:

- (i) Identify and explain the three principles of management that are being applied by Radhika in this case.
- (ii) Identify and explain the principle of management which is being violated by Radhika.
- 3C) Explain how critical question analysis can help a firm to formulate strategies for its growth. (4)
- 4A) What are the barriers to effective communication? (2)
- 4B) Explain the three types of control with relevant examples that are adopted by managers to achieve organizational objectives. (3)
- 4C) You are a budding entrepreneur trying to secure funding for your innovative idea of a life-changing weight loss monitoring device. Design a business plan to pitch your idea to potential investors. (5)
- 5A) Describe Kohlberg's "stages of moral development" briefly. How can this theory be applied in management? Give examples. (3)
- 5B) Explain the difference between monetary and non monetary budgetary controls with relevant examples. (3)
- 5C) Explain Blake and Mouton managerial grid with a neat sketch. Which one of the leadership styles do you think is the most important one? (4)

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