Question Paper

MANIPAL ACADEMY OF HIGHER EDUCATION

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

Marks: 50   **Duration: 180 mins.**

Answer all the questions.

1A)	Differentiate between formal and informal organizations.	(2)
1B)	What are some typical management practices in Japan and how can they be compared to those in the United States?	(3)
1C)	Explain the following terms with relevant examples: Recruitment, selection, placement, on the job training, off the job training.	(5)
2A)	What is TOWS matrix? How can it assist a firm in formulating strategies for its growth?	(2)
2B)	Explain functional, product, and customer departmentation styles with suitable representations.	(3)
2C)	Explain any 2 strategic planning tools with relevant examples.	(5)
3A)	Out of authority and responsibility which one can be delegated and why?	(2)
3B)	Explain Systems approach to management with a neat sketch and a relevant example.	(4)
3C)	Explain the following with relevant examples: Policy, procedure, rules, and objectives.	(4)
4A)	After earning her master's 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 regularly to explain what is expected of him or her and what he or she must do to be considered a "good performer." At the same time, she provides 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. 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.	(2)
4B)	How do Japanese management practices differ from American management practices?	(3)
4C)	Manufacturing and marketing of the semi-automatic "Pani Puri Vending Machine" business model was one of the successful projects of the 2017-18 outgoing batch students of SIT. It has won several prizes in competitions. The 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. When two of the team members (EEE and IT students) had to wait long in front of Tiwari Chats to get panipuri, this idea to make the machine splashed their minds. Social media has helped them in forming the team. This project 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 the 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.	(5)

IP students: (pointing at a Mechanical Engineering student) He is Mr. Suresh. His father is an IITian. His father has 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 in starting his own industry and manufacturing the Pani Puri Vending Machine if "your team" permits.

Project team members: OK.

IP students: one from the student visitor group raised a hand and said, "I am Mr Vinay and I'm interested in marketing 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, with suitable representation, Maslow's Need Hierarchy theory of motivation.	(3)
5B)	Identify and justify the critical control points utilized in management for the following areas: (i) Employee Loyalty (ii) Success of Public Relations Program (iii) Sales Target.	(3)
5C)	General manager Mr. Das Gupta, production 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 to get 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 program. I am sure you can also handle your problems on your own. You don't need to consult me every time you deal with a problem-solving situation. You learn by making mistakes. Nevertheless, feel free to approach me whenever you like."	(4)

Questions to be answered:

i) Would you characterize Mr. Das Gupta as a Theory X 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.

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