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DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

I SEMESTER

1915102 – PRINCIPLES OF MANAGEMENT

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DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

SUBJECT : 1915102 - PRINCIPLES OF MANAGEMENT

SEM/YEAR : I/I YEAR

UNIT I INTRODUCTION TO MANAGEMENT			
Management- Functions of Management -Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International			
Q.No	Unit - I - Part - A – Question	Level	Competence
1	List the functions of managers.	BTL 1	Remember
2	Compare Administration & Management.	BTL 2	Understand
3	Identify whether Management is Science or Art.	BTL 3	Apply
4	Classify roles of manager.	BTL 4	Analyze
5	Discuss the concept of scientific management.	BTL 5	Evaluate
6	Interpret the skills required by manager at different levels.	BTL 6	Create
7	Define Management.	BTL 1	Remember
8	Compare effectiveness and efficiency.	BTL 2	Understand
9	How would you show your understanding on characteristics of managers?	BTL 3	Apply
10	What conclusion can you draw from Hawthorne experiments?	BTL 4	Analyze
11	How is environment related to management?	BTL 5	Evaluate
12	Interpret the systems approach to management.	BTL 6	Create
13	What is meant by scalar chain?	BTL 1	Remember
14	Compare time and motion study.	BTL2	Understand
15	How would you show your understanding of the term gang plank?	BTL 3	Apply
16	State your own words about International .	BTL 4	Analyze
17	Define the term Espirit de corps.	BTL 1	Remember
18	Classify the types of organisations.	BTL 2	Understand
19	Who is known as father of modern operations management theory?	BTL 1	Remember
20	What is Globalization?	BTL 1	Remember

Q.No	Unit - I - Part - B – Question	Level	Competence
1	i) Define Management . (3marks) ii) How would you describe the various functions of Management with neat frame work?	BTL 1	Remember
2	i) What are the fundamental principles of scientific management? Explain. (6 marks) ii) How would you summarize the techniques of scientific management? (7 marks)	BTL 2	Understand
3	How would you show your understanding about the contributions of Henry Fayol for management thought?	BTL 3	Apply
4	Describe the roles that are played by managers on different functions.	BTL 4	Analyze
5	Categorize the different schools of management	BTL 5	Evaluate
6	Interpret the findings of Administration Management	BTL 6	Create
7	i) Define Environment. (4 marks) ii) What are the factors affecting environment? (9 marks)	BTL 1	Remember
8	i) Compare the views regarding Administration (6marks) ii) Compare Administration & Management. (7 marks)	BTL 2	Understand
9	i) Construct a plan for activities to be carried out by managers of different levels. (6marks) ii) Identify the skills required by managers at different levels. (7marks)	BTL 3	Apply
10	i) What conclusions can you draw from System approach & Contingency Approach. (4 marks) ii) Analyse the findings of Hawthorne experiments. (9marks)	BTL 4	Analyze
11	i) What are the challenges involved in global management of business ? (7 marks) ii) List the main effects of globalization. (6 marks)	BTL 1	Remember
12	Discuss the trends and challenges of management in global scenario.	BTL2	Understand
13	Critically analyse the scientific management principles and techniques.	BTL4	Analyze
14	Briefly explain in detail the strategies for international .	BTL 1	Remember

Unit - I - Part - C – Question

- Mr. Naidu was a young officer in a nationalized bank in Chennai. He was approached by Mr. Datta, owner of a small textile plant for a loan to renovate his plant. Naidu gave him a loan of Rs. 50,000. The bank's branch manager, who saw no future in textiles, was shocked at the loan transaction. He told Naidu to stay close to Datta until money was paid back. Naidu stuck so close that he became Datta's financial adviser. The loan was paid. But Naidu became Datta's partner and resigned his bank job. Naidu collected information about the textile industry there was huge scope for the industry. Within six years, Naidu set up another textile plant to his employees. Naidu was friendly and highly flexible boss. He preferred to lead by example rather than tell people how to do their jobs. However, Naidu committed a big mistake of

not grooming a successor. Therefore, there was a vacuum at the top when he had a severe heart attack and died.

Answer the following questions:

- i) What were the qualities of Naidu as a Manager?(5 marks)
- ii) Discuss the roles played by managers according to Mintzberg. What roles of the manager did Naidu play?
- iii) Do you think Naidu was successful Manager?

2. In 2006-07 PTC Food division decided to enter the fast growing (20-30% annually) snacks segment, an altogether new to it. It had only one national competitor-Trepsico'sTrito. After a year its wafer snack brand-Ringo, fetched 20% market share across the country. Ringo's introduction was coincided with the cricket world cup. The wafer snacks market is estimated to be around Rs. 250 crores. The company could take the advantage of its existing distribution network and also source potatoes from farmers easily. Before the PTC could enter the market, a cross-functional team made a customer survey through a marketing research group in 14 cities of the country to know about the snacks of eating habits of people. The result showed that the customers within the age-group of 15-24 years were the most promising for the product as they were quite enthusiastic about experimenting new snack taste. The company reported to its chefs and the chefs came out with 16 flavours with varying tastes suiting to the targeted age-group. The company decided to target the youngsters as primary target on the assumption that once they are lured in, it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week two-three local products in new names were launched, sometimes with similar names. To break through this clutter the company decided to bank upon humour appeal. The Industry sources reveal that PTC spent about Rs. 50 Crores on advertisement and used all possible media-print and electronic, both including the creation of its own website, Ringoringoyoungo.com with offers of online games, contests etc. Mobile phone tone downloading was also planned which proved very effective among teenagers. The site was advertised on all dotcom networks. EM TV, Shine TV, Bee TV and other important channels were also used for its advertisement along with FM radio channels in about 60 cities with large hoardings at strategic places. Analysts believe that Ringo's success story owes a lot to PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. The Ringo' was made visible by painting the Railway bogies passing across the States. It has also been successful to induce Lovely Brothers' Future Group to replace Trito in their Big-Bazaar and chain of food Bazaars. PTC is paying 4% higher margin than Trepsico to Future group and other retailers. Trito's share has already been reduced considerably. Retail tie-ups, regional flavours, regional humour appeals have helped PTC. But PTC still wants a bigger share in the market and in foreign marketsalso,ifpossible.

Answer the following questions:

- i) What is SWOT analysis
- ii) What are the strength and weakness of PTC?
- iii) What are the opportunities and threats of PTC?

3. Discuss the effects of globalization and liberalization in improving organisational growth.

4. Macro and Micro Environment affects business. Discuss.

UNIT II PLANNING Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Tools and Techniques - Decision making under different conditions.			
Q.No	Unit - II - Part - A - Question	Level	Competen
1	What is Planning?	BTL 1	Remembe
2	Compare strategic planning and operation planning.	BTL 2	Understan
3	Identify the importance of setting organizational objectives in modern organization.	BTL 3	Apply
4	Classify the types of plans.	BTL 4	Analyze
5	How is planning premises related to planning?	BTL 5	Evaluate
6	Interpret the objectives of planning.	BTL 6	Create
7	What is MBO?	BTL 1	Remembe
8	Outline the benefits of MBO.	BTL 2	Understan
9	How would show your understanding of methods of objective setting?	BTL 3	Apply
10	Classify the types of policies.	BTL4	Analyze
11	What is meant by decision making?	BTL 5	Evaluate
12	Interpret the importance of rational decision making	BTL 6	Create
13	Define objectives	BTL1	Remembe
14	Explain Delphi technique.	BTL 2	Understan
15	Construct a SWOT analysis matrix.	BTL 3	Apply
16	State the point of view of tows matrix.	BTL 4	Analyze
17	Define strategy.	BTL 1	Remembe
18	Explain the meaning of premising.	BTL 2	Understan
19	Compare programmed and non-programmed decisions.	BTL4	Remembe
20	List the various tools and techniques of decision making process.	BTL 1	Remembe

Q.No	Unit - II - Part - B - Question	Level	Competence
1	i)How would you describe the types of plans.(6 marks) ii)List the merits of different types of plans.(7 marks)	BTL 1	Remember
2	i)Outline the process of MBO.(8 marks) ii)Explain the limitations of MBO.(5 marks)	BTL 2	Understand
3	i)Identify the principles of planning (6 marks)	BTL3	Apply

	ii)How would show the importance of planning through the framework of planning in an organization? (7marks)		
4	Categorize and compare the different levels of strategies in an organization.	BTL4	Analyze
5	Discuss the nature and purpose of planning.	BTL5	Evaluate
6	Interpret the concept of strategic and operational planning.	BTL6	Create
7	i) List the various levels of strategy (5 marks) ii) What are the different types of strategies? (8marks)	BTL1	Remember
8	i)Distinguish programmed and non-programmed decision.(5 marks) ii) Give examples for different kinds of decisions. (8 marks)	BTL2	Understand
9	i)How would you show your understanding on framing various types of policies?(8 marks) ii)Interpret the characteristics of sound policy.(5 marks)	BTL3	Apply
10	Classify the decision making techniques.	BTL4	Analyze
11	Explain decision making under different conditions.	BTL1	Remember
12	i)Explain rational decision making .(3 marks) ii)Outline the process of rational decision making.(10 marks)	BTL 2	Understand
13	Analyse the steps in strategic planning process.	BTL4	Analyze
14	i)Define decision making.(4marks) ii) What are the various steps involved in decision making process. (9 marks)	BTL1	Remember

Unit - II - Part - C - Question

1. Tata group has set its objectives of doubling its objectives of doubling profit everythree years and sales revenue every four years.

Answer the following questions:

- i) Give your comment on objectives of TATA group
 - ii) Give guidelines for objective settings.
2. MBO aims at joint goal setting of superior and subordinate managers. In an MNC, Japanese managers involve Indian subordinate managers in goal settings. Indians feel this practice different because they are used to traditional objectives settings where in the managers dictate objectives to subordinates. When Japanese managers try to involve the Indian subordinate managers in goal setting, Indian Managers feel that Japanese managers are not capable of setting objectives by themselves.

Answer the following questions:

- iii) Discuss the problems faced between Japanese Managers and Indian subordinate managers
- ii) How can Japanese managers solve the problem?
- iii) Discuss the features of MBO.

3. Policy making is guide to action in Organisation–Demonstrate with examples.

4. Explain the concept of Doctrine of Bounded Rationality in decision making.

UNIT III ORGANISING

Nature and purpose of organizing- Organization structure- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Recruitment, Selection and Placement -Performance Management.

Q.No	Unit - III - Part - A - Question	Level	Competence
1	Define Span of Control?	BTL 1	Remember
2	Compare Line and Staff Authority.	BTL2	Understand
3	Identify the steps involved in organization.	BTL3	Apply
4	Categorize span of management.	BTL4	Analyze
5	Classify the major criteria to assess the performance of employees.	BTL5	Evaluate
6	Interpret the meaning of power and authority.	BTL6	Create
7	What is stress interview?	BTL1	Remember
8	Compare formal and informal organization.	BTL2	Understand
9	How would you make use of different types of staff in organization?	BTL3	Apply
10	What is the function of Performance Management?	BTL 4	Analyze
11	How is career planning related to career development?	BTL 5	Evaluate
12	Justify the usage of functional departmentation.	BTL6	Create
13	Define staffing. What are the selection process errors?	BTL1	Remember
14	Distinguish on the job and off the job training.	BTL2	Understand
15	How would your understanding on the concept of over delegation and delegation?	BTL3	Apply
16	Conclude your understanding on benefits of decentralization.	BTL4	Analyze
17	What is departmentation?	BTL1	Remember
18	Illustrate with example the concept of departmentaion by functional and product.	BTL2	Understand
19	What are the benefits of 360 degree appraisal?	BTL1	Remember
20	Define organizing.	BTL1	Remember

Q.No	Unit - III - Part - B - Question	Level	Competence
1	How would you describe the various organizational structures?	BTL1	Remember
2	i) Explain the importance of delegation and problems in delegation. (8 marks) ii) Compare formal and informal organization. (5marks)	BTL2	Understand
3	i) How would you show you understanding of the term span of management? (6 marks) ii) Identify factors affecting span of management. . (7 marks)	BTL3	Apply

4	Classify the methods of training.	BTL4	Analyze
5	i) Delegation is the ability to get result through others. - Discuss (5 marks) ii) Develop guidelines for effective delegation. (8 marks)	BTL5	Evaluate
6	i) Interpret the need for performance appraisal. (5 marks) ii) Evaluate the various performance appraisal techniques. (8 marks)	BTL6	Create
7	Outline in detail the various forms of recruitment that are available for a company.	BTL1	Remember
8	Classify the different types of departmentation.	BTL2	Understand
9	Discuss the different types of organization structure existing in today's organization environment.	BTL3	Apply
10	Compare line and line and staff organization highlighting its features.	BTL4	Analyze
11	i) What are the features of Matrix organization ? (8 marks) ii) List the benefits of matrix organization (5 marks)	BTL1	Remember
12	Compare the various tests conducted in selection process.	BTL2	Understand
13	i) Highlight the features of interviews. (5 marks) ii) Classify the types of interviews. (8 marks)	BTL4	Analyze
14	i) What do you mean by decentralization? (5 marks) ii) Explain the advantages and disadvantages of decentralization. (8 marks)	BTL1	Remember

Unit - III - Part - C - Question

1. A MNC with headquarters in Canada is in a dilemma to decide whether to adopt a line or a line and staff organisation structure. Highlight the advantages of line and line and staff organisation structure. According to you which structure would be suitable for a huge MNC?
2. XYZ Company has various strategic business Units such as Textiles, Info Tech, pharma and electronics. Write about the different forms of departmentation. Which form of departmentation is suitable?
3. Analyse the factors affecting span of management in an organisation.
4. Discuss in detail the various types of training. Employees prefer off the job training to on the job training. Why?

UNIT IV DIRECTING

Managing people- **Motivation** – **Importance** – **Types** – **Theories-Effects on work behavior**. -
 Communication- Hurdles to effective Communication and IT

Q.No	Unit - IV - Part - A - Question	Level	Competence
1	List the differences between verbal and non-verbal communication.	BTL1	Remember
2	Justify the X Y theory and two factor theory.	BTL2	Understand
3	How do you show your understanding on the term Motivation?	BTL3	Apply
4	Classify the different types of motivation theories.	BTL4	Analyze
5	Compile the various forms of communication.	BTL5	Evaluate
6	Justify the X Y theory and two factor theory..	BTL6	Create
7	What are the components of communication?	BTL1	Remember
8	Summarize the important motivation factors.	BTL2	Understand
9	Identify the need of grapevine communication.	BTL3	Apply
10	Classify the various process theories.	BTL4	Analyze
11	Explain goal setting theory.	BTL5	Evaluate
12	Can you explain the concept of grape vine communication?	BTL6	Create
13	What is brainstorming?	BTL1	Remember
14	Explain the concept of noise in communication.	BTL2	Understand
15	How would you show your understanding on motivation factors influencing behaviour towards work?	BTL3	Apply
16	Conclude your understanding on non-verbal communication.	BTL4	Analyze
17	What is horizontal communication?	BTL1	Remember
18	Compare formal and informal communication.	BTL2	Understand
19	List the different factors that affect the communication.	BTL1	Remember
20	Define Information Technology.	BTL1	Remember

Q.No	Unit - IV - Part - B – Question	Level	Competence
1	i) List the barriers to communication.(7 marks) ii) How would you overcome the barriers?(6 marks)	BTL1	Remember
2	Explain the process of communication.	BTL2	Understand
3	How would you show your understanding about the various Motivation theories?	BTL3	Apply
4	i) Examine the benefits of oral and written communication(6 marks) ii) Critically analyse the disadvantages of oral and written communication (7marks)	BTL4	Analyze
5	i) Discuss the various types of communication.(8 marks) ii)List the benefits of various types of communication?(5 marks)	BTL5	Evaluate
6	Evaluate the impact of electronic media in communication process.	BTL6	Create
7	List the different components of communication and explain them	BTL1	Remember
8	i) Explain the term motivation. (3 marks) ii) Compare need hierarchy theory and McClelland's theory of needs. (10marks)	BTL2	Understand
9	i) How would you show your understanding on communication networks .(6 marks) ii) Demonstrate the various networks through diagrams.(7 marks)	BTL3	Apply
10	i) Conclude your understanding on characteristics of motivation.(6 marks) ii) Summarise the importance of motivation. (7 marks)	BTL4	Analyze
11	i) Define communication. (3marks) ii) Explain the various forms of communication. (10 marks)	BTL1	Remember
12	i) Explain the essential characteristics of a good communication system. (7 marks) ii) Compare formal and informal communication. (6 marks)	BTL2	Understand
13	How would you explain the effects of motivation in employee work behaviour?	BTL4	Analyze
14	i) What are the types of motivation techniques? (7 marks) ii) What are the primary assumptions in McGregor's Theory X and Theory Y? Explain. (6 marks)	BTL1	Remember

Unit - IV - Part - C – Question

1. XYZ Corporation has a lot of barriers to communication. List the possibility of the various barriers. Also suggest the ways to overcome them.

2. Explain how managers can successfully motivate people taking clue from Vroom's valence and expectancy model. How does this model differ from that of Porter and Lawler?

3. "Money holds the key to work motivation in modern business organizations". Discuss. How can managers use money to motivate employees?

4. The country head of Z InfoTech finds it difficult to communicate to his boss in California. Sometimes it is due to difference in timings, sometimes due to difference in meanings of words. Phone lines are noisy and signal breaks sometimes. What do you think would be the

type of barriers faced by him while communication takes place between people of different countries?

UNIT V CONTROLLING			
Process of controlling- Types of control- Budgetary and non-budgetary control techniques - Managing productivity- Cost control- Purchase control-Maintenance control- Quality control- Planning Operations-Reporting.			
Q.No	Unit - V - Part - A - Question	Level	Competence
1	Define controlling.	BTL1	Remember
2	Compare feed forward and feedback control.	BTL2	Understand
3	Identify the factors to be considered for a product designing.	BTL3	Apply
4	What do you think about budgetary control?	BTL4	Analyze
5	Can you assess the importance of purchase control?	BTL5	Evaluate
6	Interpret the necessity of budgetary control in organization.	BTL6	Create
7	List the steps involved in controlling process.	BTL1	Remember
8	Compare production and productivity.	BTL2	Understand
9	Identify the objectives of controlling.	BTL3	Apply
10	Mention any two non - budgetary control techniques.	BTL4	Analyze
11	Compile your views on reporting.	BTL5	Evaluate
12	How would you evaluate the need for critical point control?	BTL6	Create
13	List any four types of control.	BTL1	Remember
14	Explain the principles of controlling.	BTL2	Understand
15	Give some examples for new control techniques.	BTL3	Apply
16	How would you apply operations management?	BTL4	Analyze
17	What is meant by cost control?	BTL1	Remember
18	Distinguish between budgetary and non-budgetary control.	BTL2	Understand
19	What is meant by preventive control?	BTL1	Remember
20	Define Productivity.	BTL1	Remember

Q.No	Unit - V- Part - B – Question	Level	Competence
1	i)What is control? (4 marks) ii) Discuss the phases in control. (9 marks)	BTL1	Remember
2	i) Explain budgetary control techniques. (6 marks) ii) Summarize the various non-budgetary control techniques.(7marks)	BTL2	Understand
3	Identify the steps involved in controlling and requirements for effective control.	BTL3	Apply
4	How do you analyse the tools used to compile productivity?	BTL 4	Analyze
5	Can you assess the importance of maintaining high productivity in organizations?	BTL5	Evaluate
6	How will you evaluate the importance of operations research in managing organization?	BTL6	Create
7	i) Define operations management. (3 marks) ii) Explain the activities associated with operations management.(10 marks)	BTL1	Remember
8	Explain the popular non budgetary techniques.	BTL2	Understand
9	How would you show your understanding about usage of use of computers and IT in Management control?	BTL3	Apply
10	Can you explain the essential requisites of an effective control system.	BTL4	Analyze
11	i) Define Budgetary control. (3 marks) ii) List the steps involved in implementation of budgetary control.(10marks)	BTL1	Remember
12	i)Explain the usage of break-even analysis.(6 marks) ii)Summarize aspects of ratio analysis?(7marks)	BTL2	Understand
13	Analyse the importance for the following : i)Purchase control(3marks) ii)Cost control(3marks) iii)Maintenance control(3marks) iv)Quality control(4marks)	BTL4	Analyze
14	Examine the process of quality auditing and reporting?	BTL1	Remember

Unit - V- Part - C – Question

- Mr.Prakash argues with Mr.Rakesh expressing his views on implementing preventive control system. Mr.Rakesh emphasises his views that the organisation must continue with feedback control. Mr.Rakesh fears that the preventive control system would be costly. Justify the views of Rakesh and Prakash.
- Mr.Rajan has run a business for the past 5 years but is not familiar with marginal costing. By experience, He knows that his business makes profit, but is not sure of concepts like break even. He finds it difficult to estimate sales required for a particular profit. Explain the

concepts related to breakeven analysis and draw a break even chart. Also highlight some ratios which would help to understand the performance of the business.

3. Production is essential but productivity is indispensable–Comment. Highlight the tools and techniques to measure productivity.

4. Assume you are a budget officer and try to orient a trainee on steps to be followed for implementing a budgetary control system. Also highlight the advantages and limitations of budgetary control system.

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