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Subject Code:- BSPGDT105

Roll. No:

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: I - THEORY EXAMINATION (20 -20)

Subject: Fundamentals Of Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a. Management is often defined as:(CO1,K1)

1

- (a) A. A process of creating policies and guidelines
- (b) B. The art of organizing resources to achieve goals
- (c) C. A scientific approach to solving mathematical problems
- (d) D. The study of economic theories

1-b. The primary purpose of planning in an organization is to:(CO2,K1)

1

- (a) a) Control the employees
- (b) b) Define the organizational objectives
- (c) c) Reduce competition
- (d) d) Increase profits

1-c. Staffing refers to:(CO3, K1)

1

- (a) A) Training employees only
- (b) B) Managing the flow of employees within an organization
- (c) C) Assigning tasks without considering skills
- (d) D) Recruiting, selecting, and developing personnel

1-d. The principle of 'Unity of Direction' in coordination emphasizes:(CO4,K2)

1

- (a) A) Aligning all activities towards a single goal
- (b) B) Delegating tasks across multiple teams

- (c) C) Increasing flexibility in decision-making
 - (d) D) Encouraging diverse departmental objectives
- 1-e. Primary focus of TQM is on:(CO5, K1) 1
- (a) a) Process optimization
 - (b) b) Customer satisfaction
 - (c) c) Financial performance
 - (d) d) Product differentiation

2. Attempt all parts:-

- 2.a. Write down the different levels of management in an organization.(CO1, K2) 2
- 2.b. Identify the key features of an effective planning process.(CO2,K2) 2
- 2.c. Explain function of staffing.(CO3,K2) 2
- 2.d. Explain Internal coordinating.(CO4, K2) 2
- 2.e. Define Total Quality Management (TQM).(CO5, K1) 2

SECTION-B 15

3. Answer any three of the following:-

- 3-a. Management as a Science and as an Art and as a both. Comment.(CO1,K3) 5
- 3-b. Examine the advantages of planning, highlighting its impact on organizational performance.(CO2,K2) 5
- 3.c. Explore the meaning and significance of motivation in organizational behavior.(CO3,K3) 5
- 3.d. Define controlling and its significance in organizational management.(CO4,K1) 5
- 3.e. Evaluate the challenges faced by organizations in implementing TQM, including cultural resistance, lack of resources, and measurement difficulties, and suggest strategies for overcoming these challenges.(CO5, K4) 5

SECTION-C 30

4. Answer any one of the following:-

- 4-a. Discuss the importance of the planning function in management, with examples of how strategic planning contributes to long-term success.(CO1,K2) 6
- 4-b. Examine Henry Fayol's contributions to management theory, focusing on his 14 principles of management and their application in contemporary organizations.(CO1,K3) 6

5. Answer any one of the following:-

- 5-a. Explore the process of planning in a large corporation, and suggest improvements to enhance the effectiveness and adaptability of the planning process.(CO2, K3) 6
- 5-b. Discuss various decision-making techniques.(CO2,K2) 6

6. Answer any one of the following:-

- 6-a. Examine the role of motivation in enhancing employee performance, with a focus on the application of motivational theories in a practical setting.(CO3,K3) 6

- 6-b. Discuss the essential traits that define a good leader, and discuss how these traits contribute to long-term organizational success. (CO3,K2) 6
7. Answer any one of the following:-
- 7-a. Evaluate the different types of coordination, such as vertical and horizontal, and their relevance in maintaining organizational coherence.(CO4, K4) 6
- 7-b. Discuss the various techniques of controlling available to managers, and how they can be effectively implemented to monitor and improve organizational performance. (CO4,K2) 6
8. Answer any one of the following:-
- 8-a. Evaluate the impact of benchmarking on fostering innovation and operational excellence within an organization.(CO5,K4) 6
- 8-b. Analyze the impact of ineffective risk management on organizational performance and stakeholders.(CO5,K4) 6

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