

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code: U5D03

B.E./B.Tech. DEGREE EXAMINATION, APRIL / MAY 2025

Sixth Semester

Computer Science and Business Systems

21UCB503- FUNDAMENTALS OF MANAGEMENT

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

- | | |
|---|--------|
| 1. Write short notes on Decisional Roles. | CO1- U |
| 2. Outline the levels of management with examples to illustrate each level. | CO1- U |
| 3. Compare directing and controlling in terms of their role in management. | CO1- U |
| 4. Write short notes on classical management approach. | CO1- U |
| 5. Briefly explain Decentralized Organization Structure. | CO1- U |
| 6. Briefly explain Organizational effectiveness. | CO1- U |
| 7. Demonstrate a scenario for an ethical business practice. | CO1- U |
| 8. What do you mean by Business Ethics? | CO1- U |
| 9. What are the Principle Role of Leaders? | CO1- U |
| 10. Outline the key traits that are important for leadership success. | CO1- U |

PART – B (5 x 16= 80 Marks)

- | | | |
|--|--------|------|
| 11. (a) Explain Administrative management theory with real time example. | CO1- U | (16) |
|--|--------|------|

Or

- | | | |
|---|--------|-----|
| (b) Explain the following Organizational functions in detail. | CO1- U | (4) |
| 1. Production 2. Marketing 3. Finance & Accounting 4. Personnel | | (4) |
| | | (4) |
| | | (4) |

- | | | | |
|-----|---|----------|------|
| 12. | (a) Develop a comprehensive demonstration of the organizing function of management, including a real-time example. | CO2- App | (16) |
| | Or | | |
| | (b) Apply the planning function in a real-life business situation, explaining its impact on decision-making and organizational success. | CO2- App | (16) |
| | | | |
| 13. | (a) Explain centralized and decentralized organization structure. | CO1- U | (16) |
| | Or | | |
| | (b) Explain five factors affecting Organizational Design. | CO1- U | (16) |
| | | | |
| 14. | (a) Explain Ethical issues in HRM in detail. | CO1- U | (16) |
| | Or | | |
| | (b) Discuss Ethical issues in Marketing in detail. | CO1- U | (16) |
| | | | |
| 15. | (a) Develop a detailed discussion on the traits most important for leadership, including real-time examples. | CO2- App | (16) |
| | Or | | |
| | (b) Construct an in-depth overview of different leadership styles, providing real-time examples for each. | CO2- App | (16) |