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Question Paper Code: R5D03

B.E./B.Tech. DEGREE EXAMINATION, NOV 2024

Third Semester

Computer Science and Business Systems

R21UCB503- FUNDAMENTALS OF MANAGEMENT

(Regulations R2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

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| 1. What are the approaches in the evolution of Management? | CO1-U |
| 2. Illustrate the levels of management? | CO1-U |
| 3. Differentiate directing with controlling. | CO1-U |
| 4. Briefly explain scientific management approach. | CO1-U |
| 5. What do you mean by Centralized Organization Structure? | CO1-U |
| 6. Briefly explain Organizational effectiveness. | CO1-U |
| 7. Write short notes on Ethics in Marketing. | CO1-U |
| 8. Define Corporate Social Responsibility (CSR). | CO1-U |
| 9. State the 5 attributes or qualities of a leader | CO1-U |
| 10. Write short notes Team Leader responsibilities | CO1-U |

PART – B (5 x 16= 80 Marks)

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| 11. (a) Discuss Scientific Management theory in detail. | CO1-U | (16) |
| Or | | |
| (b) Explain Quantitative management approach in detail | CO1-U | (16) |
| 12. (a) Explain controlling function of management with real time example | CO2-App | (16) |
| Or | | |
| (b) Explain staffing function of management with real time example | CO2- App | (16) |

13. (a) Differentiate formal organization structure with informal organization. CO1-U (16)
- Or
- (b) Explain centralized and decentralized organization structure. CO1-U (16)
14. (a) Explain Ethical issues in HRM in detail. CO1 U (16)
- Or
- (b) Explain various features of Business Ethics in detail. CO1-U (16)
15. (a) Ascertain the traits are most important for leadership with real time example. CO2- App (16)
- Or
- (b) Demonstrate various leadership styles in detail with real time example. CO2- App (16)