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Question Paper Code: 95C03

B.E./B.Tech. DEGREE EXAMINATION, NOV 2023

Fifth Semester

Computer Science and Business Systems

19UCB503 – FUNDAMENTALS OF MANAGEMENT

(Regulations 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (20 x 1 = 20 Marks)

1. Which of the following is the main reason for the existence of an organization? CO1- U
 - (a) The vision of an organization
 - (b) The mission of an organization
 - (c) The objectives of an organization
 - (d) The Chief Executive Officer (CEO) of an organization
2. Which of the following three factors affects an employee's motivation? CO1- U
 - (a) Attitude, interests and needs
 - (b) Attitude, interests and salary
 - (c) Attitude, interests and working conditions
 - (d) Attitude, needs and salary
3. Managers are judged by: CO1- U
 - (a) What they get others to do
 - (b) Their personality
 - (c) What they do
 - (d) How fast they work
4. As a manager, you cannot evaluate CO1- U
 - (a) The performance of the employee
 - (b) The behavior of the employee
 - (c) The risk taking characteristics of the employee
 - (d) The attitude of the employee
5. Which of the following will help motivate employees? CO1- U
 - (a) Compromise on poor performance
 - (b) Ask for performance and set standards
 - (c) Use positive reinforcement, and generalize it
 - (d) Use the same methods of reinforcement for everyone

6. The freedom to act, make decisions and challenge one's self to be more creative fits which of Maslow's hierarchy of needs? CO1- U
 (a) Social needs (b) Security needs (c) Basic needs (d) Self-fulfillment needs
7. The principles of management serve as a general guideline for _____. CO1- U
 (a) Decision making (b) Managerial actions
 (c) Both a and b are correct (d) Both a and b are incorrect
8. Which of the following is the correct meaning of concentration of decision-making authority? CO1- U
 (a) Span of management (b) Centralization
 (c) Decentralization (d) None of the above
9. What is meant by the phrase CSR? CO1- U
 (a) Corporate Social Responsibility (b) Company Social Responsibility
 (c) Company Society Responsibility (d) Corporate Society Responsibility
10. _____ is the formal arrangement of jobs within an organization CO1- U
 (a) departmentalization (b) organization structure
 (c) organizational design (d) work specialization
11. Organization establishes relationship between CO1- U
 (a) People, work and resources (b) Customer, work and resources
 (c) People, work and management (d) Customer, work and management
12. The following is not a type of organisation structure CO1- U
 (a) Line organisation (b) Functional organisation
 (c) Line and staff organisation (d) Flexible organisation
13. What is Ethics to do with? CO1- U
 (a) The wider community (b) Business (c) Right and wrong (d) Nothing
14. Values and ethics shape the CO1- U
 (a) Corporate unity (b) Corporate discipline
 (c) Corporate culture (d) Corporate differences
15. Which of the following are ethical issues in financial markets-? CO1- U
 (a) Churning (b) Illegal dividend payment
 (c) creative accounting (d) none of the above

16. The moral principles, standards of behaviour, or set of values that guide a person's actions in the workplace is called CO1- U
- (a) office place ethics (b) factory place ethics
(c) behavioral ethics (d) work place ethics
17. _____ is increasing Leadership rapidly: CO1- U
- (a) Strategy (b) Command (c) Control (d) Getting others to follow
18. _____ are the approaches to the study of leadership which emphasize the personality of the leader: CO1- U
- (a) Contingency theories (b) Group theories
(c) Trait theories (d) Inspirational theories
19. According to the situational leadership theory, if employees are unwilling and unable, the appropriate leadership style in this situation would be _ CO1- U
- (a) Participative (b) Democratic (c) Person-oriented (d) Directive
20. Which of the following is a desirable feature of leadership? CO1- U
- (a) one-directional influence from the leader to the follower
(b) coercive power and authority
(c) lack of freedom
(d) coexistence of leaders and managers

PART – B (15 x 2= 30Marks)

21. Define mission and vision. CO1- U
22. Describes the Principles of Management. CO1- U
23. Explain the Behavioral feature of the Principles of Management CO1- U
24. Illustrate the levels of management? CO1- U
25. What are the three basic skills required at various managerial levels? CO1- U
26. What are the various resources used in management? CO1- U
27. Define Organizational Design CO1- U
28. Give five factors affecting Organizational Design CO1- U
29. List the 5 parts of any organization given by Mint berg? CO1- U
30. What are Business ethics? CO1- U
31. Define CSR. CO1- U
32. List the basic principles for ethics in finance and business CO1- U

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| 33. What are the Principle Role of Leaders? | CO1- U |
| 34. List out the traits which are most important for leadership success | CO1- U |
| 35. List the needs of team during performing stage | CO1- U |

PART – C (5 x 10= 50 Marks)

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| 36. (a) List the Henry Fayol’s 14 principles of management | CO2-App | (10) |
| Or | | |
| (b) Illustrate an organizational chart of any organization? | CO2-App | (10) |
| 37. (a) Explain the four fundamental functions of management | CO2-App | (10) |
| Or | | |
| (b) Distinguish between classical and neoclassical approaches | CO2-App | (10) |
| 38. (a) Discuss about the components of organizational design and structure | CO2-App | (10) |
| Or | | |
| (b) Illustrate and explain the organizational strategies, design and effectiveness | CO2-App | (10) |
| 39. (a) Explain the Business Ethics with Key take away | CO3- App | (10) |
| Or | | |
| (b) Differentiate between Social Responsibility and CSR | CO3- App | (10) |
| 40. (a) Explain the traits are most important for leadership | CO2-App | (10) |
| Or | | |
| (b) Explicate a dichotomy between managers and leaders. | CO2-App | (10) |