



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Technology in Computer Science & Engineering

Course Name – Management I

Course Code – MB101

(Semester – 1)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) Which of the following factors constitutes Herzberg's Two Factor Theory?
 - a. Hygiene Factor
 - b. Social Factor
 - c. Ego Factor
 - d. Physiological Factor
 - (ii) Control involves _____
 - a. Manpower
 - b. Management
 - c. Maintenance
 - d. Measurement
 - (iii) Vroom's Expectancy Theory is related to
 - a. Organizing
 - b. Motivating
 - c. Staffing
 - d. Controlling
 - (iv) Which one is the element of extended marketing mix relevant for service industries?
 - a. Process
 - b. Product
 - c. Promotion
 - d. Place
 - (v) Agricultural marketing is a stage of;
 - a. Service Marketing
 - b. Rural Marketing
 - c. Consumer Behaviour
 - d. Marketing Research

- (vi) Departmentation is the process of grouping of work activities into departments, divisions, and other _____ units (fill in the blank)
- a. Controllable
 - b. Complex
 - c. Heterogeneous
 - d. Homogenous
- (vii) A Formal organization is
- a. Recognized by the local authority
 - b. Recognized by the Management
 - c. Recognized by the Competitors
 - d. Recognized by the Union
- (viii) "_____ is an intellectual process, the conscious determination of courses of action, the basing of decisions on purpose, acts and considered estimates". (fill in the blank)
- a. Planning
 - b. Process
 - c. Promotion
 - d. Physical evidence
- (ix) The Budget is
- a. An Accounting Statement
 - b. A Financial Statement
 - c. A Quantitative Statement
 - d. Both (b) & (c)
- (x) The Leader Role is an element of;
- a. Interpersonal Roles
 - b. Informational Roles
 - c. Decisional Roles
 - d. None of these

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Discuss the sources of finance. 5
- 3. Briefly discuss 'Vision', 'Mission', 'Objective', and 'Goal'. 5
- 4. Discuss the 'Grape Vine'. 5
- 5. What are the limitation of controlling? 5
- 6. Enumerate Managerial Grid theory. 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- | | | | |
|-----|-----|--|--------|
| 7. | (a) | What is managerial control? | 5 |
| | (b) | What are the steps in controlling process? | 10 |
| 8. | | Discuss the advantages of planning. Elaborate different types of plan. | 5 + 10 |
| 9. | (a) | Define Organizing? | 5 |
| | (b) | Discuss nature or characteristics of organizing? | 10 |
| 10. | | Elaborate control process in your own words. Discuss different types of departmentation. | 5 + 10 |
| 11. | (a) | What is the basic concept of finance? | 3 |
| | (b) | What are the two major classification of finance? | 4 |
| | (c) | How financial management is defined? | 3 |
| | (d) | What are the different approaches to financial management? | 5 |
