



## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Tech.(EE)-2021

Course Name – Principle of Management

Course Code - HM-EE701

( Semester VII )

Library  
Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[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)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select the assumption of rationality to rational decision making.
  - a) Preferences are clear
  - b) Final choice will maximise payoff
  - c) The problem is clear and unambiguous
  - d) All of the these
- (ii) Select from the among that is not a broad group of management theories i) Classical management theory ii) Neoclassical management theory iii) Modern management theory.
  - a) (i) only
  - b) (ii) only
  - c) (iii) only
  - d) None of these
- (iii) Select the correct option: Objectives are the \_\_\_\_\_ of Management action.
  - a) Design
  - b) End points
  - c) Starting points
  - d) Planning
- (iv) Tell that is not said to be a feature of coordination.
  - a) Managerial responsibility
  - b) Provides different functions
  - c) Relevant of group efforts
  - d) Not a separate function
- (v) Select the correct option regarding network of social relationship that arise spontaneously due to the interaction at work.
  - a) Formal organization
  - b) Informal Organization
  - c) Decentralization
  - d) Deligation
- (vi) Select the process of forecasting an organisations future demand for, and supply of, the right type of people in the right number.
  - a) Recruitments
  - b) Human Resource Planning
  - c) Human Resource Management
  - d) Human Capital Management

- (vii) Identify which stage of the organisational behaviour evolution related to Hawthorne Studies.
- a) Industrial revolution
  - c) Organisational behaviour
- (viii) State which one of the following represents the power to give orders and make others obey.
- a) Responsibility
  - c) Authority
- (ix) Select which of following is not among the levels of management.
- a) Top level management
  - c) Middle level management
- (x) Select the correct option from the option with which Planning process begins.
- a) Identity alternatives
  - c) Developing planning premise
- (xi) Discover the Objective(s) of Organisational behaviour.
- a) To describe the actions and reactions of individuals and groups in the system as they interact with each other in the course of their working day
  - c) To describe the role of man and machines
- (xii) Write the primary feature of a line and staff organization.
- a) Equal distribution of power
  - c) Clear chain of command with advisory roles
- (xiii) Select an intrinsic motivation.
- a) Motivation derived from external rewards
  - c) Motivation to avoid punishment
- (xiv) Identify a leadership style that involves a high level of control and decision-making by the leader.
- a) Democratic
  - c) Laissez-faire
- (xv) Select from the following is NOT a benefit of effective customer management.
- a) Increased customer retention
  - c) Improved customer satisfaction
- b) Human relations movement
  - d) Scientific management
  - b) Accountability
  - d) Delegation
  - b) Intermediate Level
  - d) Lower level management
  - b) Setting objectives
  - d) Selecting alternatives
  - b) To describe the role of capital and location
  - d) None of these
  - b) A focus on project management
  - d) All managers have the same authority
  - b) Motivation based on internal satisfaction
  - d) Motivation given through monetary benefits
  - b) Autocratic
  - d) Transformational
  - b) Higher operational costs
  - d) Enhanced loyalty

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write few financial incentives to motivate employees. (3)
3. Articulate few strategies to overcome communication barriers. (3)
4. State few limitations of planning. (3)
5. Indicate factors affecting organization structures. (3)
6. Evaluate the primary types of market research. (3)

OR

(3)

Evaluate core functions of logistics and supply chain management.

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain trait theory of leadership along with its limitations. (5)
8. Analyze the role does advertising play in building brand. (5)
9. Deduce the communication process. (5)
10. Recall the advantages and disadvantages of delegation. (5)
11. Discuss MBO and its process. (5)
12. Evaluate authority, responsibility, and accountability in an organizational context. (5)

OR

Evaluate the importance of inventory management in supply chain operations.

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