

SEMESTER-III

COURSE-BCOM(H)

SUBJECT- MANAGEMENT PRINCIPLES AND APPLICATIONS

ASSIGNMENT

1. You are a manager of an organisation entrusted with the task of environmental analysis. How will you do the SWOT analysis of your organisation? Explain with the help of an illustration.
2. Explain the theory of Motivation given by Ouchi. Discuss its relevance in Indian context.

CLASS TEST

1. Write a short note on:
 - a) Matrix Organisation
 - b) Coordination as the essence of Management
2. Explain the framework of 'Five Force Analysis' in context with the modern times

MULTIPLE CHOICE QUESTIONS

1. Esprit de corps means
 - a) Union is strength
 - b) Service is our motto
 - c) Buyers be aware
 - d) Product is our strength (a)
2. _____ is regarded as the essence of management
 - a) Organising
 - b) Co-ordinating
 - c) Staffing
 - d) Planning (b)
3. Every subordinate should receive orders from and be accountable to one superior
 - a) Unity of direction
 - b) Unity of command
 - c) Centralisation
 - d) Scalar chain (b)
4. How are principles of management formed
 - a) By rule of thumb
 - b) By observation and experimentation
 - c) By experiences of customers
 - d) By experiments in laboratory (b)

5. The principles of management are significant because of

- a) Optimum utilisation of resources
- b) Increase in efficiency
- c) Increase in initiative
- d) Adapting changing technology (a)

6. _____ is regarded as father of scientific management

- a) Henri Fayol
- b) F.W. Taylor (b)
- c) Peter F. Drucker
- d) Michael Porter

7. Modern managers face challenges like

- a) Work force diversity
- b) Globalisation
- c) Productivity
- d) Social responsibility and ethics
- e) All of the above (e)

8. _____ and _____ are external growth strategies

- a) Modernisation
- b) Mergers and Acquisitions
- c) Joint Ventures
- d) Options B&C (d)

9. Forward Integration involves

- a) Finishing, distribution and selling
- b) Raw material production and finishing
- c) Both (c)
- d) None

10. Mr. Ram is working as an Operational manager, he is targeted for achieving 1000 units within a span of one year and to achieve this, he co-ordinated all programs and policies with technical and quality department and formed the team of experts to advice on critical areas or problems faced from time to time to achieve targets. Ram is working at

- a) Middle Management Level
- b) Top Management Level
- c) Supervisory Level
- d) Other... (c)

11. Hawthorne Experiments are related to

- a) Productivity
- b) Manager Development
- c) Human Behaviour (c)
- d) Personal development

12. The _____ approach to management attempts to view Organisation as a unified, purposeful system composed of interrelated parts

- a) Scientific
- b) Systems
- c) Classical
- d) Neo Classical

(b)

13. Five Forces Analysis given by Michael Porter are

- a) Potential Entrants, Buyers, Planners, Substitutes & Competitors
- b) Potential Entrants, Managers, Buyers, Substitutes & competitors
- c) Potential Entrants, Buyers, Competitors, Substitutes & Suppliers
- d) Potential Entrants, Buyers, Competitors, Government & Supplier

(c)

14. Henry Mintzberg identified three management roles. They are

- a) Interpersonal Roles, Informational Roles and Decisional Roles
- b) Interpersonal Roles, Informational Roles and Behaviour Study Roles
- c) Interpersonal Roles, Skill Management and Decisional Roles
- d) Informational Roles, Decisional Roles and Technical Roles

(a)

15. _____ is a system designed to supply information required for effective management of an Organisation

- a) Management Integration System
- b) Management Information System
- c) Decision Support System
- d) Management Objective System

(b)

16. Macro Factors of Organisational environment consist of

- a) Customer, Competitor, public
- b) Economic, Legal, Political
- c) Economic, Legal, Public
- d) none

(b)

17. Example of Techniques of Decision Making are

- a) Brainstorming, Linear programming , Delphi
- b) PERT, CPM
- c) Theory Z, CAPM
- d) Effective Communication, Integration, Co-ordination

(a)

18. In Intensive Growth Strategy, firm grows by expanding

- a) enters new lines of business
- b) product range and market
- c) upgrades technology to increase productivity

d) Collaborates with other organisations (b)

19. _____ are statements of financial resources set aside for specific activities for a given period

- a) Plan
- b) Budget
- c) Final Accounts
- d) CFS (b)

20. In BCG Matrix Cash Cows are

- a) High Growth, High Market Share
- b) Low Growth, High Market Share
- c) High Growth, Low Market Share
- d) Low Growth, Low Market Share (b)

21. _____ is the idea that rationality is limited.

- a) Perfect Rationality
- b) Economic Rationality
- c) Programmed rationality
- d) Bounded rationality (d)

22. _____ is a comprehensive management system that integrates many key managerial activities in a systematic manner and that is consciously directed to achieve the stated objectives.

- a) Business Process Reengineering
- b) Management by Objectives
- c) Systems Approach
- d) Contingency Approach (b)

23. Give One Example each of S-W-O-T.

Short answer text

Strength- Low Cost of Production

Weakness - Untrained Staff

Opportunities - New Product Lines

Threat - New Entrants

24. In _____ consumers are divided into 4 groups according to their income levels and purchasing power

- a) Business Reengineering
- b) Bottom of the Pyramid
- c) Force Analysis
- d) Theory X (b)

25. Bureaucratic Approach to management was given by

- a) F.W. Taylor
- b) Henry Fayol

- c) Rensis Likert
- d) Max Weber

(d)