

# **SRM VALLIAMMAI ENGINEERING COLLEGE**

(An Autonomous Institution)

**DEPARTMENT**

**OF**

**ELECTRONICS AND INSTRUMENTATION ENGINEERING**

**QUESTION BANK**



**VIII SEMESTER**

**1915002– Principles of Management**

*(Common to Sixth Semester B.E Electronics and Communication Engineering)*

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**QUESTION BANK****SUBJECT : 1915002- PRINCIPLES OF MANAGEMENT****SEM / YEAR: VIII/IV**

<b>UNIT I – INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS</b>			
Definition of Management – Science or Art – Manager vs. Entrepreneur - types of managers- managerial roles and skills – Evolution of Management – Scientific, human relations, system, and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – –Multinational Corporations-Current trends and issues in Management.			
<b>Q. No</b>	<b>Questions</b>	<b>BT Level</b>	<b>Competence</b>
<b>PART - A</b>			
1.	Differentiate Entrepreneur & Manager.	BTL2	Understanding
2.	List out the roles played by managers in an organization.	BTL1	Remembering
3.	What is the relation between Art and Science of Management?	BTL1	Remembering
4.	Show your understanding about the term Management.	BTL3	Applying
5.	Point out the functions of management.	BTL4	Analyzing
6.	Assess the concept of scientific management.	BTL5	Evaluating
7.	Explain the skills required by managers in an organization.	BTL4	Analyzing
8.	Illustrate the characteristics of managers.	BTL3	Applying
9.	How do managers make rational decisions?	BTL3	Applying
10.	Can you assess the value of Systems approach to management?	BTL6	Creating
11.	What is your opinion about unity of command?	BTL6	Creating
12.	Define Organization.	BTL1	Remembering
13.	Interpret the various types of Organizations.	BTL2	Understanding
14.	What is private enterprise?	BTL1	Remembering
15.	Distinguish between Public and Private Limited Companies.	BTL2	Understanding
16.	Classify the types of partners.	BTL4	Analyzing
17.	What is sole proprietorship and partnership?	BTL1	Remembering
18.	Summarize time and motion study.	BTL2	Understanding
19.	Show your understanding of the term Esprit de Corps.	BTL3	Applying
20.	Write your understanding on Organizational Culture.	BTL2	Understanding
21.	Evaluate the factors affecting Business Environment.	BTL5	Evaluating
22.	What is the impact of environmental factors towards business?	BTL5	Evaluating
23.	What is MNC? Give Examples.	BTL4	Analyzing
24.	Quote the current trends in Management.	BTL1	Remembering

<b>PART - B</b>				
1.	(i) Is management an art or science? Discuss.	(3)	BTL1	Remembering
	(ii) Describe the various functions of Management.	(10)		
2.	Discuss the principles and techniques of scientific management.	(13)	BTL2	Understanding
3.	Examine the fourteen principles of management advocated by Henry Fayol.	(13)	BTL3	Applying
4.	Classify the different roles and functions of managers and explain them in detail.	(13)	BTL4	Analyzing
5.	Summarize the views of different schools of management.	(13)	BTL5	Evaluating
6.	(i) How would you prioritize the facts of Contingency Approach?	(5)	BTL6	Creating
	(ii) What information would you use to support the view Systems approach in Management?	(8)		
7.	Explain about the major tendencies favoring the development of a unified global theory of Management	(13)	BTL2	Understanding
8.	Enlighten the relevance of environmental factors that affect global business.	(13)	BTL1	Remembering
9.	Briefly explain in detail the various forms of business organizations.	(13)	BTL2	Understanding
10.	(i) How would you analyze business environment?	(5)	BTL3	Applying
	(ii) What are the characteristics and traits that you possess that are common to all successful Managers?	(8)		
11.	(i) Describe the various experiments in Hawthorne Studies.	(5)	BTL3	Applying
	(ii) State the findings of Hawthorne experiments.	(8)		
12.	Explain the evolution of management in detail.	(13)	BTL4	Analyzing
13.	(i) List the main characteristics of Public Enterprises.	(5)	BTL1	Remembering
	(ii) Differentiate Sole proprietorship and partnership.	(8)		
14.	(i) Predict the relative importance of each type of skills to lower, middle and upper-level managers.	(5)	BTL2	Understanding
	(ii) Give the current trends & issues in management	(8)		
15.	(i) Infer the concept of Globalization.	(3)	BTL4	Analyzing
	(ii) List the various challenges of management in present scenario.	(10)		
16.	(i) State the elements of Organization culture.	(3)	BTL1	Remembering
	(ii) Identify the different types of culture in an organization.	(10)		
17.	Analyze the trends and challenges in Modern Management.	(13)	BTL3	Applying
<b>PART - C</b>				
1.	Mr. Naidu was a young officer in a nationalized bank in Chennai. He was approached by Mr.Datta, owner of a small textile plant for a loan to renovate his plant. Naidu gave him a loan of Rs. 50,000. The bank's branch manager, who saw no future in textiles, was shocked at the loan transaction. He told Naidu to stay close to Datta until money was paid back. Naidu stuck so close that he became Datta's financial adviser. The loan was paid. But Naidu became Datta's partner and resigned his bank job. Naidu collected information about the textile industry there was huge scope for the industry. Within six years, Naidu set up another textile plant to his employees Naidu was friendly and highly flexible boss. He preferred to lead by example rather than tell people how to do their jobs. However, Naidu committed a big		BTL5	Evaluating

	<p>mistake of not grooming a successor. Therefore, there was a vacuum at the top when he had a severe heart attack and died.</p> <p>Answer the following questions:</p> <p>(i) What were the qualities of Naidu as a Manager?</p> <p>(ii) Discuss the roles played by managers according to Mintzberg. What roles of the manager did Naidu play?</p> <p>(iii) Do you think Naidu was successful Manager?</p>	(5)		
2.	<p>In 2006-07 PTC Food division decided to enter the fast growing (20-30% annually) snacks segment, an altogether new to it. It had only one national competitor– Trepico's Trito. After a year its wafer snack brand–Ringo, fetched 20% market share across the country. Ringo's introduction was coincided with the cricket world cup. The wafer snacks market is estimated to be around Rs. 250 crores. The company could take the advantage of its existing distribution network and source potatoes from farmers easily. Before the PTC could enter the market, a cross-functional team made a customer survey through a marketing research group in 14 cities of the country to know about the snacks of eating habits of people. The result showed that the customers within the age-group of 15- 24 years were the most promising for the product as they were quite enthusiastic about experimenting new snack taste. The company reported to its chefs and the chefs came out with 16 flavors with varying tastes suiting to the targeted age-group. The company decided to target the youngsters as primary target on the assumption that once they are lured in, it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week two-three local products in new names were launched, sometimes with similar names. To break through this clutter the company decided to bank upon humour appeal. The industry sources reveal that PTC spent about Rs. 50 Crores on advertisement and used all possible media-print and electronic, both including the creation of its own website, Ringoringoyoungo.com with offers of online games, contests etc. Mobile phone tone downloading was also planned which proved very effective among teenagers. The site was advertised on all dotcom networks. EM TV, Shine TV, Bee TV and other important channels were also used for its advertisement along with FM radio channels in about 60 cities with large hoardings at strategic places. Analysts believe that Ringo's success story owes a lot to PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. The Ringo' was made visible by painting the Railway bogies passing across the States. It has also been successful to induce Lovely Brothers' Future Group to replace Trito in their Big-Bazaar and chain of food Bazaars. PTC is paying 4% higher margin than Trepico to Future group and other retailers. Trito's share has already been reduced considerably. Retail tie-ups, regional flavors, regional humour appeals have helped PTC. But PTC still wants a bigger share in the market and in foreign markets also, if possible.</p> <p>Answer the following questions:</p> <p>(i) What is SWOT analysis?</p> <p>(ii) What are the strengths and weakness of PTC?</p> <p>(iii) What are the opportunities and threats of PTC?</p>	(5)	BTL5	Evaluating
3.	Discuss the effects of globalization and liberalization in improving organizational growth.	(15)	BTL6	Creating
4.	Explain the issues of organizational culture in modern business organizations.	(15)	BTL6	Creating

5.	Critically analyse the need for and importance of environmental scanning towards business success.	(15)	BTL5	Evaluating
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### UNIT II – PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – types of strategies – Planning Tools and Techniques – Decision making steps and process.

#### PART - A

Q. No	Questions	BT Level	Competence
1.	Differentiate strategic planning and tactical planning.	BTL2	Understanding
2.	State the importance of setting organizational objectives in modern organization.	BTL3	Applying
3.	Define "Mission".	BTL1	Remembering
4.	Define an Objective.	BTL1	Remembering
5.	What are the objectives of Planning?	BTL2	Understanding
6.	List out the features of Planning.	BTL2	Understanding
7.	What are the different types of Planning?	BTL4	Analyzing
8.	Can you assess the steps in planning?	BTL6	Creating
9.	Define Planning Premises.	BTL1	Remembering
10.	Define MBO in Planning.	BTL1	Remembering
11.	Differentiate objectives and goals.	BTL4	Analyzing
12.	Show the planning tools available in business management.	BTL3	Applying
13.	What information would you use to support the view of Delphi technique?	BTL6	Creating
14.	Summarize the types of policies.	BTL2	Understanding
15.	List the characteristics of sound policy.	BTL3	Applying
16.	Write about the strategies and programs.	BTL1	Remembering
17.	How would you explain strategic management?	BTL1	Remembering
18.	What is meant by a Strategy?	BTL4	Analyzing
19.	Point out the importance of rational decision making.	BTL4	Analyzing
20.	What is intuitive decision making?	BTL3	Applying
21.	Discuss the steps in decision making process.	BTL5	Evaluating
22.	What are the various tools and techniques in decision-making?	BTL2	Understanding
23.	Mention the characteristics of 'Programmed' and 'Non - Programmed' decisions.	BTL5	Evaluating
24.	Write down the different decision - making criteria proposed under uncertainty conditions.	BTL5	Evaluating

#### PART - B

1.	How would you describe the different types of plans?	(13)	BTL1	Remembering
2.	What is the main idea of MBO? Explain the process of MBO, its benefits and limitations.	(13)	BTL2	Understanding
3.	Illustrate the types of planning.	(13)	BTL3	Applying
4.	(i) Point out the concept of strategic and operational planning.	(5)	BTL4	Analyzing

	(ii) Infer your understanding on the general planning process adopted by the business organizations.	(8)		
5.	(i) Summarize the nature of objectives.	(3)	BTL5	Evaluating
	(ii) Conclude the various objective setting methods.	(10)		
6.	(i) How would you explain the objectives of planning?	(3)	BTL6	Creating
	(ii) How could you determine the objectives for a manufacturing organization?	(10)		
7.	List the types of goals organizations might have and the plans they use for accomplishment.	(13)	BTL1	Remembering
8.	How would you make the planning activity effective in organizations?	(13)	BTL3	Applying
9.	(i) Interpret the essentials of formulating policies.	(3)	BTL2	Understanding
	(ii) Express the different types of strategies.	(10)		
10.	(i) Classify the different types of decisions.	(3)	BTL3	Applying
	(ii) Explain about the tools for developing organizational strategies.	(10)		
11.	Analyze the different planning techniques.	(13)	BTL4	Analyzing
12.	Identify the various types of Policies with examples.	(13)	BTL1	Remembering
13.	(i) Differentiate strategies and policies.	(3)	BTL2	Understanding
	(ii) Give the steps involved in strategic management Process.	(10)		
14.	(i) Classify the various levels of strategies.	(3)	BTL4	Analyzing
	(ii) Connect how strategic management is implemented in an organization.	(10)		
15.	(i) Explain the types of Strategies adopted by organizations to accomplish its objectives.	(10)	BTL2	Understanding
	(ii) State the importance of Organizational Strategies.	(3)		
16.	(i) Why is decision making being important in an organization?	(3)	BTL1	Remembering
	(ii) Write the steps involved in Decision making process with suitable examples.	(10)		
17.	(i) Explain the nature of decision making.	(8)	BTL3	Applying
	(ii) Compare Individual and Group Decision Making.	(5)		
<b>PART - C</b>				
1.	Tata group has set its objectives of doubling its objectives of doubling profit every three years and sales revenue every four years. Answer the following questions: (i) Give your comment on objectives of TATA group. (ii) Give guidelines for objective settings.	(8) (7)	BTL5	Evaluating
2.	MBO aims at joint goal setting of superior and subordinate managers. In an MNC, Japanese managers involve Indian subordinate managers in goal settings. Indians feel this practice different because they are used to traditional objectives settings where in the managers dictate objectives to subordinates. When Japanese managers try to involve the Indian subordinate managers in goal setting, Indian Managers feel that Japanese managers are not capable of setting objectives by themselves. Answer the following questions: (i) Discuss the problems faced between Japanese Managers and Indian subordinate managers. (ii) How can Japanese managers solve the problem? (iii) Discuss the features of MBO.	(5) (5) (5)	BTL6	Creating
3.	Policy making is guide to action in Organization–Demonstrate with examples.	(15)	BTL6	Creating

4.	Administration essentially is a decision-making process: Elucidate this statement and explain the various types of decisions taken by executives.	(15)	BTL5	Evaluating
5.	Rana group has set its objectives of doubling its objectives of doubling profit every three years and sales revenue every four years. Answer the following questions: (i) What would be the employee's reaction to this Objective? (ii) Give your comment on objectives of Rana group. (iii) Give guidelines for Objective settings.	(5) (5) (5)	BTL5	Evaluating

### UNIT III – ORGANIZING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design - Human Resource Management – HR Planning, Talent Acquisition, Training and Development, Performance Management, Career planning and management.

#### PART - A

Q.No	Questions	BT Level	Competence
1.	What is the necessity of Organization?	BTL1	Remembering
2.	Define Organization Structure.	BTL3	Applying
3.	Mention any four characteristics of an organization.	BTL3	Applying
4.	How would you evaluate the usage of Functional Departmentation?	BTL6	Creating
5.	Contrast formal and informal organization.	BTL4	Analyzing
6.	Define Departmentation.	BTL1	Remembering
7.	Classify the different types of staff in organization.	BTL3	Applying
8.	Write an example of how functional authority works in an organization.	BTL1	Remembering
9.	Compare Line and Staff Authority.	BTL4	Analyzing
10.	Distinguish authority and power.	BTL2	Understanding
11.	Explain the concept 'delegation of authority'.	BTL3	Applying
12.	What is centralization and decentralization?	BTL1	Remembering
13.	Mention the three categories of Span of Management.	BTL2	Understanding
14.	State the important factors in determining an effective span.	BTL5	Evaluating
15.	Assess the concept of job design.	BTL5	Evaluating
16.	Can you assess the importance of Human resource management?	BTL6	Creating
17.	What is the theme of human resources planning?	BTL4	Analyzing
18.	Give an example of Departmentation by Product and Function.	BTL2	Understanding
19.	Evaluate how career planning is related to career development.	BTL5	Evaluating
20.	Distinguish between on the job and off the job training.	BTL2	Understanding
21.	Infer why performance management is important?	BTL4	Analyzing
22.	Write about the Performance Management.	BTL1	Remembering
23.	What are the benefits of 360-degree appraisal?	BTL2	Understanding
24.	What is meant by Career Planning?	BTL1	Remembering

#### PART - B

1.	Examine the different types of organizational structures followed by the companies.	(13)	BTL1	Remembering
2.	List and explain the nature and purpose of organization.	(13)	BTL4	Analyzing

3.	(i) Interpret the key elements in organizational design?	(6)	BTL2	Understanding
	(ii) Distinguish the benefits of formal and informal organization.	(7)		
4.	(i) Write the benefits of Decentralization.	(3)	BTL3	Applying
	(ii) Relate the concept of centralization and decentralization in an organization.	(10)		
5.	(i) Quote about the matrix Organization Structure with their relative advantages and limitations.	(5)	BTL3	Applying
	(ii) Explain line and functional organizational structures with its advantages and limitations.	(8)		
6.	(i) Delegation is the ability to get result through others - Conclude.	(3)	BTL5	Evaluating
	(ii) Summarize the guidelines for effective delegation.	(10)		
7.	Enumerate the concept of delegation of authority and the principles of effective delegation.	(13)	BTL3	Applying
8.	Singhania Group of Industries has various strategic business units such as Textiles, Info Tech, pharma, and electronics. Write about the different forms of departmentation. Which form of departmentation is suitable?	(13)	BTL 6	Creating
9.	Summarize the various types of departmentation.	(13)	BTL2	Understanding
10.	Illustrate various sources of recruitment with their relative advantages and disadvantages.	(13)	BTL3	Applying
11.	(i) Write about human resources planning.	(5)	BTL4	Analyzing
	(ii) Analyze the Human Resource Management activities in a business organization.	(8)		
12.	What is Span of Control? Write down the different factors influencing span of Control.	(13)	BTL1	Remembering
13.	(i) What is meant by selection process?	(3)	BTL2	Understanding
	(ii) Discuss the tasks associated with identifying and selecting competent employees.	(10)		
14.	Define staffing. Identify the steps involved in selection process.	(13)	BTL1	Remembering
15.	Discuss in detail the various types of training. Employees prefer off the job training to on-the-job training. Why?	(13)	BTL2	Understanding
16.	(i) Analyze the importance of employee training.	(3)	BTL4	Analyzing
	(ii) List and explain about the various methods of training.	(10)		
17.	Discuss the need for and importance of Performance Appraisal in an organization.	(13)	BTL1	Remembering

**PART - C**

1.	A MNC with headquarters in Canada is in a dilemma to decide whether to adopt a line or a line and staff organization structure. Highlight the advantages of line and line and staff organization structure. According to you, which structure would be suitable for a huge MNC?	(15)	BTL 5	Evaluating
2.	XYZ Company has various strategic business Units such as Textiles, InfoTech, Pharma and electronics. Write about the different forms of departmentation. Which form of departmentation is suitable?	(15)	BTL 6	Creating
3.	Explain the different stages of career. Also explain the importance of career development.	(15)	BTL 6	Creating
4.	Analyse the factors affecting span of management in an organization.	(15)	BTL 5	Evaluating



5.	<p>Jacob, one of your assistants in a fire insurance company, is responsible for a group of clerical workers who review changed policies, endorsements, and riders, calculate commissions, and maintain records. He is very meticulous, and everything coming out of his group is perfect. He does not delegate authority and responsibility but rechecks in detail all the work turned out by his faction. He keeps turning back to them careless and inaccurate work until it is perfect. As a result he is busy from early morning until late at night doing detail work and neglecting his role as supervisor. His workers have figured him out and are taking it easy. They do slap-dash work and correct it as often as he returns it. You are afraid about Jacob's workaholic behaviour and heading for a nervous breakdown. You have told him in general terms to delegate authority and responsibility and to discipline his group.</p> <p>He says that you just can't find people any more who have pride in their work or concern for the company and that if he fires any of his people or they quit the replacements would most likely be more terrible.</p> <ol style="list-style-type: none"> <li>1) Why do people not delegate authority and responsibility?</li> <li>2) What are Jacob's responsibilities as a supervisor?</li> <li>3) Which can he delegate and how?</li> <li>4) What are the leadership characteristics that Jacob lacks?</li> <li>5) How can you go about developing them in him?</li> </ol> <p>To answer the above questions, follow the steps below:</p> <ul style="list-style-type: none"> <li>• First, study the case carefully, identifying the management principles involved, where possible.</li> <li>• Gain as sound an understanding as possible, within the time available, through private study.</li> <li>• Apply the systematic Analysis methodology.</li> </ul> <p>Discuss your analysis and conclusions.</p>	(3) (3) (3) (3) (3)	BTL 5	Evaluating
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#### UNIT IV – DIRECTING

Motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

#### PART - A

Q. No	Questions	BT Level	Competence
1.	What are the types of Motivation?	BTL3	Applying
2.	Distinguish motivators and hygiene factors.	BTL2	Understanding
3.	Show your understanding on the concept of motivation.	BTL3	Applying
4.	Evaluate the various motivation techniques.	BTL5	Evaluating
5.	Brief about X and Y Theory.	BTL4	Analyzing
6.	Analyze your understanding on job satisfaction.	BTL4	Analyzing
7.	Quote the various elements in Maslow's hierarchy of needs.	BTL1	Remembering
8.	What information would you use to support the view of Job Enrichment and Job enlargement?	BTL6	Creating
9.	Define Leadership.	BTL1	Remembering
10.	Differentiate group and individual behavior.	BTL2	Understanding
11.	List few monetary and non-monetary rewards.	BTL1	Remembering

12.	How does leadership differ from management?		BTL2	Understanding
13.	Summarize the various types of leadership styles.		BTL5	Evaluating
14.	How would you describe the advantages of Democratic Leadership Styles?		BTL1	Remembering
15.	What is Power motive?		BTL2	Understanding
16.	What is Grapevine communication?		BTL3	Applying
17.	List down the human factors in managing.		BTL5	Evaluating
18.	Define Creativity.		BTL2	Understanding
19.	What is meant by reframing matrix?		BTL4	Analyzing
20.	What is your opinion about 'Noise' in communication?		BTL6	Creating
21.	What is brainstorming?		BTL1	Remembering
22.	Classify the different types of communication.		BTL4	Analyzing
23.	List the important barriers to communication.		BTL3	Applying
24.	How would you show your understanding about the concept downward communication?		BTL1	Remembering
<b>PART - B</b>				
1.	Define motivation. Explain the theories of motivation in detail.	(13)	BTL1	Remembering
2.	Discuss about the Motivational techniques used by managers to improve both worker productivity and job satisfaction.	(13)	BTL2	Understanding
3.	(i) Summarize the X and Y Theory with example.	(7)	BTL2	Understanding
	(ii) Distinguish Maslow's theory with Herzberg's theory.	(6)		
4.	(i) Explain how motivation important for organization development / achievement? Justify your answer with Maslow's hierarchy of needs.	(9)	BTL4	Analyzing
	(ii) Point out the various motivational techniques used in organizations.	(4)		
5.	Explain Porter and Lawler theory of Motivation and Adam's equity theory of Motivation.	(13)	BTL2	Understanding
6.	(i) Money is a motivator – Interpret.	(3)	BTL2	Understanding
7.	(ii) Differentiate financial and non-financial motivators.	(10)		
8.	Explain in detail about the various types of leadership with its different styles.	(13)	BTL1	Remembering
9.	Examine the theories of Leadership.	(13)	BTL1	Remembering
10.	Contrast the obstacles to the leader flexibility and leader styles based on them?	(13)	BTL4	Analyzing
11.	(i) Analyze the characteristics of a good leader.	(5)	BTL4	Analyzing
	(ii) Differentiate the various styles of leadership.	(8)		
12.	(i) Identify barriers to effective interpersonal communication.	(5)	BTL5	Evaluating
	(ii) How would you overcome the barriers in communication?	(8)		
13.	"Communication through electronic media is helpful for effective business". Do you agree with the statement?	(13)	BTL6	Creating
14.	Compare and contrast between Verbal and written communication.	(13)	BTL3	Applying
15.	(i) Compare Job enrichment and Job Enlargement.	(5)	BTL3	Applying
	(ii) Write about the group and individual Behaviour.	(8)		

16.	(i) What is the need for grapevine communication?	(4)	BTL1	Remembering
	(ii) Quote the various formal organizational communication.	(9)		
17.	Give a detailed note on the guidelines for effective Communication.	(13)	BTL3	Applying
<b>PART - C</b>				
1.	XYZ Corporation has a lot of barriers to communication. List the possibility of the various barriers. Also suggest the ways to overcome them.	(15)	BTL6	Creating
2.	“Job performance of individual is significantly influenced by the employee’s attitude” – Discuss.	(15)	BTL6	Creating
3.	Mr. Karthik has worked in a traditional conservative organization. He shifted to a new organization in a metropolitan city. The new job profile puts him in a position to take highly risky decisions. Though he performs well, he feels that the environment is very risky environment. What makes the difference between the two organizations? Would you advise him to continue in his job?	(15)	BTL5	Evaluating
4.	The country head of Z InfoTech finds it difficult to communicate to his boss in California. Sometimes it is due to difference in timings, sometimes due to difference in meanings of words. Phone lines are noisy and signal breaks sometimes. What do you think would be the type of barriers faced by him while communication takes place between people of different countries?	(15)	BTL5	Evaluating
5.	“Money holds the key to work motivation in modern business organizations”. Discuss. How can managers use money to motivate employees?	(15)	BTL5	Evaluating

### UNIT V – CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Quality control and Inventory Control- Productivity problems and management – control and performance – direct and preventive control – Maintenance control and purchase control–reporting.

#### PART - A

Q. No	Questions	BT Level	Competence
1.	Define controlling.	BTL1	Remembering
2.	Show some examples for new control techniques.	BTL3	Applying
3.	State the importance of cost controlling in organization.	BTL6	Creating
4.	Analyze why controlling is important.	BTL4	Analyzing
5.	Express the principles of controlling.	BTL2	Understanding
6.	Analyze the various steps involved in the controlling process?	BTL4	Analyzing
7.	Differentiate feed forward and feedback control.	BTL2	Understanding
8.	Mention any two advantages of budgetary control.	BTL3	Applying
9.	Classify the examples that can be given for budgets.	BTL3	Applying
10.	Name four types of budgets.	BTL5	Evaluating
11.	What judgment would you make about the three potential pitfalls of budgets?	BTL6	Creating

12.	Point out the uses of computers in handling information.		BTL4	Analyzing
13.	Summarize budgetary and non-budgetary control.		BTL2	Understanding
14.	What are the essentials of effective budgetary control?		BTL4	Analyzing
15.	List the characteristics of Control function.		BTL1	Remembering
16.	Distinguish between production and productivity.		BTL2	Understanding
17.	What do you understand by Productivity?		BTL1	Remembering
18.	Define critical point control.		BTL1	Remembering
19.	Examine preventive control in management.		BTL1	Remembering
20.	Name any two HR related controlling techniques.		BTL1	Remembering
21.	What is the use of break-even analysis?		BTL3	Applying
22.	What are the requirements for effective Control?		BTL2	Understanding
23.	Summarize your views on reporting.		BTL5	Evaluating
24.	Mention the various types of reports.		BTL5	Evaluating
<b>PART - B</b>				
1.	What is control? Explain the phases in control.	(13)	BTL1	Remembering
2.	Discuss in detail about budgetary control and non-budgetary control.	(13)	BTL2	Understanding
3.	(i) Show your understanding on the use of computers for Control in management?	(3)	BTL3	Applying
	(ii) What facts would you select to show the impact of IT in management concept?	(10)		
4.	Illustrate and explain the three steps involved in the control process.	(13)	BTL3	Applying
5.	How would you compare the various types of budgets in an organization?	(13)	BTL6	Creating
6.	Write briefly about: (i) Break even analysis	(7)	BTL1	Remembering
	(ii) Budget as a tool for organizational control.	(6)		
7.	(i) Explain the benefits and limitations of budgetary control.	(6)	BTL4	Analyzing
	(ii) Connect the steps involved in implementation of budgetary control.	(7)		
8.	Point out the tools used to raise productivity.	(13)	BTL4	Analyzing
9.	How would you summarize the various types of tools used to monitor and measure organizational performance?	(13)	BTL2	Understanding
10.	How would you describe the following: (i) Control of productivity problems and management.	(6)	BTL1	Remembering
	(ii) Direct and preventive control.	(7)		
11.	(i) How would you explain the advantages associated with preventive control?	(3)	BTL1	Remembering
	(ii) Identify the types of Control.	(10)		
12.	Interpret operations management and explain the activities associated with operations management.	(13)	BTL2	Understanding
13.	Give the functions of Production and Operations Management. Also state the problems faced in Production and Operations Management.	(13)	BTL2	Understanding

14.	Discuss in detail about the designing process of Cost Control system and the importance of Cost Control.	(13)	BTL3	Applying
15.	What is Purchase Control? Also highlight the importance of Purchase Control.	(13)	BTL3	Applying
16.	Analyze the factors affecting productivity.	(13)	BTL4	Analyzing
17.	Assess the importance of reporting in organizations and also explain the types of reports.	(13)	BTL5	Evaluating
<b>PART - C</b>				
1.	Mr. Prakash argues with Mr. Rakesh expressing his views on implementing preventive control system. Mr. Rakesh emphasizes his views that the organisation must continue with feedback control. Mr. Rakesh fears that the preventive control system would be costly. Justify the views of Rakesh and Prakash.	(15)	BTL6	Creating
2.	Mr. Rajan has run a business for the past 5 years but is not familiar with marginal costing. By experience, He knows that his business makes profit, but is not sure of concepts like break even. He finds it difficult to estimate sales required for a particular profit. Explain the concepts related to breakeven analysis and draw a break-even chart. Also highlight some ratios which would help to understand the performance of the business.	(15)	BTL6	Creating
3.	Production is essential but productivity is indispensable– Comment. Highlight the tools and techniques to measure productivity.	(15)	BTL5	Evaluating
4.	Assume you are a budget officer and try to orient a trainee on steps to be followed for implementing a budgetary control system. Also highlight the advantages and limitations of budgetary control system.	(15)	BTL5	Evaluating
5.	'Controlling is the measuring and correcting of activities of subordinates to ensure that events conform to plans', Comment.	(15)	BTL5	Evaluating