University Institute of Engineering & Technology

(Recognised Under Section 2(f) and 12B of UGC)

Kurukshetra University, Kurukshetra

Roll No. -

THEORY EXAMINATION – MAY 2019	
B.TECH – ME	SEMESTER - IV

TIME – 3 Hrs.

M.M. - 75

COURSE NO. - HS-201

COURSE TITLE - Fundamentals of Management

Note: All questions in Part-A and Part-B are compulsory. Attempt any four questions from Part-C selecting at least one from each unit.

PART-A (15 Marks)

Q. No. – 1 Answer the following questions. **15x1=15**

(i)	Define administration.
(ii)	What are the levels of management?
(iii)	Define synergy effect.
(iv)	Discuss any two limitations of systems approach.
(v)	Define line organization.
(vi)	Discuss SWOT analysis.
(vii)	Explain any functions of decentralization.
(viii)	Name the types of policies.
(ix)	Explain any two limitations of matrix organization.
(x)	Define exit interviews.
(xi)	Define vertical integration.
(xii)	What is authoritarian leadership?
(xiii)	Define informal organizations.
(xiv)	Differentiate between training and development.
(xv)	Define TQM.

PART-B (20 Marks)

	UNIT-I	
2	How management acts as a profession?	5
	UNIT-II	
3	Differentiate between project and matrix organization.	5
	UNIT-III	
4	Give the comparison between Maslow and Herzberg model of motivation.	5
	UNIT-IV	
5	Discuss the components of MIS.	5

PART-C (40 Marks)

	UNIT-I	
6	What is neo-classical theory of management? In what ways is it improvement over the classical theory?	10
7	What is universality of management? Are the management principles applicable to all organizations? Give reasons.	10
	UNIT-II	
8	Discuss the process of strategic planning. How strategy is different from tactics?	10
9	Why informal groups are formed in organization? How these groups are managed?	10
	UNIT-III	
10	Why performance appraisal is necessary? Discuss the criteria to be used for performance appraisal.	10
11	Explain the concept of managerial grid with suitable examples.	10
	UNIT-IV	
12	Explain the areas of social responsibility of business. How social responsibility is different from social power of business?	10
13	Why are controls resented? How can these be made acceptable in organizations?	10