

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, April/May 2018**

**Course: Industrial Management**  
**Program: B. Tech CS-LLB-CL**  
**Subject Code: IMGT 301**  
**Time: 03 hrs.**

**Semester: IV**

**Max. Marks: 100**

**SECTION A**

| S. No. |                                                                            | Marks          | CO         |
|--------|----------------------------------------------------------------------------|----------------|------------|
| Q 1    | <b>Short Answer Questions</b>                                              | <b>20(5*4)</b> |            |
| a)     | Define the term- MBO.                                                      |                | <b>CO5</b> |
| b)     | Highlight the factors responsible while choosing the location of industry. |                | <b>CO2</b> |
| c)     | List the various functions of a Leader.                                    |                | <b>CO6</b> |
| d)     | List down the advantages of Delegation of Authority.                       |                | <b>CO5</b> |
| e)     | Discuss the various functions of Management.                               |                | <b>CO4</b> |

**SECTION B**

|      |                                                                                                                                                   |                 |            |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------|
| Q .2 | <b>Answer all the questions( Choice between Q. d &amp; e):</b>                                                                                    | <b>40(4*10)</b> | <b>CO</b>  |
| a)   | Define a company. How does a private limited company differs from public limited company.                                                         |                 | <b>CO1</b> |
| b)   | What do you understand by Motivation? Explain the benefit of Maslow's Need Hierarchy in improving the performance of employees in an organization |                 | <b>CO6</b> |
| c)   | What do you understand by Planning? Outline the steps involved in planning process.                                                               |                 | <b>CO5</b> |
| d)   | Discuss the importance of Controlling in organization structure. Also explain its various types.                                                  |                 | <b>CO6</b> |
| e)   | What are the different basis for departmentation in the formal structure of the organization? Explain any two of them in detail.                  |                 | <b>CO5</b> |

**SECTION-C**

|      |                                                                                                                                                                                                                                                                                                                                                                        |           |            |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|
| Q .3 | <b>CASE STUDY (COMPULSORY)</b>                                                                                                                                                                                                                                                                                                                                         | <b>40</b> | <b>CO6</b> |
|      | <p><b><u>Aero Space Inc</u></b></p> <p>Srinu was the manager of the systems development of Aero Space Inc. During his 15 years with the company, he trained many managers and encouraged their development, only to see many of them leave the firm after they got their advanced degrees. The company had liberal policy of educational reimbursement (75 percent</p> |           |            |

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|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--|
|  | <p>of tuition costs and books), and many engineers (about 50 percent of them had a member's degree in a technical field) took advantage of the educational opportunities. Ms. Sridhar, an electrical engineer, came to see her boss Srinu, who congratulated her on getting a master's degree in business administration, which she received through the assistance of the firm's educational programme.</p> <p>Ms Sridhar, to the surprise of Srinu, said that she was leaving the company to go to a competitor because she did not see any opportunities for advancement in the firm.</p> <p>Srinu was furious because this had happened several times before. He wanted to see the vice president of operations immediately and complain about the educational reimbursement policy and lack of systematic approach to staffing.</p> <p><b>Answer the following Questions:</b></p> <p><b>Q1.</b> What might be the reasons that employees left after receiving their degrees through education reimbursement?</p> <p><b>Q2.</b> If you were the vice president, what would you do?</p> <p><b>Q3.</b> How can such labor turnover be prevented? Suggest.</p> <p><b>Q4.</b> Should the organization conduct some tests on employees? Explain some tests that shall suit in the present situation.</p> <p><b>Q5.</b> Do you think company need to revise recruitment policy or selection policy. Develop an appropriate selection model (process) for the company.</p> | <p><b>05</b></p> <p><b>05</b></p> <p><b>05</b></p> <p><b>10</b></p> <p><b>15</b></p> |  |
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**Instructions:**

**SECTION A**

| S. No. |                                                           | Marks          | CO         |
|--------|-----------------------------------------------------------|----------------|------------|
| Q 1    | <b>Short Answer Questions</b>                             | <b>20(5*4)</b> |            |
| a)     | Is management a Science or an Art? Explain.               |                | <b>CO3</b> |
| b)     | Describe the importance of Organizing in an Organization. |                | <b>CO6</b> |
| c)     | List down the various sources of Recruitment              |                | <b>CO6</b> |
| d)     | Highlight the techniques involved in decision making.     |                | <b>CO5</b> |
| e)     | List down the various types of industries.                |                | <b>CO2</b> |

**SECTION B**

|      |                                                                                                                                                                                                                                    |                 |            |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------|
| Q .2 | <b>Answer all the questions( Choice between Q. d &amp; e):</b>                                                                                                                                                                     | <b>40(4*10)</b> | <b>CO</b>  |
| a)   | Describe the staffing process followed in an organization .                                                                                                                                                                        |                 | <b>CO6</b> |
| b)   | In the context of present scenario, discuss the important roles to be performed by a manager.                                                                                                                                      |                 | <b>CO4</b> |
| c)   | Do you think that the Motivation theories discussed in the class are still relevant to the organizations? Explain with the help of Need Hierarchy theory.                                                                          |                 | <b>CO6</b> |
| d)   | What is Decision Making? After completing your current qualification, you have choice of either going for higher qualification or opting for a job. How will you apply the knowledge of Decision Making to take a mature decision? |                 | <b>CO6</b> |
| e)   | What <b>do</b> you understand by Planning? Outline the steps involved in planning process.                                                                                                                                         |                 | <b>CO5</b> |

**SECTION-C**

|      |                                                                                                                                                                |                  |            |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------|
| Q .3 | <b>Q.3( a) is compulsory. Choice between (b) &amp;(c)</b>                                                                                                      | <b>40 (20*2)</b> | <b>CO</b>  |
| a)   | . What is the different basis for departmentation in the formal structure of the organization? Explain any two of them in detail                               | <b>20</b>        | <b>CO5</b> |
| b)   | “Leaders are born and not made”. Justify the statement by explaining any important leadership theory.                                                          | <b>20</b>        | <b>CO6</b> |
| c)   | Discuss the contribution of Classical School of thought to the development of management thought. Highlight their contribution in the present business world . | <b>20</b>        | <b>CO3</b> |

