

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2019

Course: Principles and Practices of Management

Semester: 1

Programme: MBA(GEN)

Course Code: HRES 7005

Time: 03 hrs.

Max. Marks: 100

SECTION A

(Attempt all questions)

S. No.		Marks	CO
Q 1	Multiple Choice Questions	20	CO1
A	Which of the following is a need that motivates human behaviour as per the achievement motivation theory? i. Power ii. Affiliation iii. Achievement iv. All of the above		
B	Power derived from formal position is i. Legitimate power ii. Expert power iii. Reward power iv. None of the above		
C	Which company first developed the 360 degree system of appraisal? i. Wipro in 1990 ii. Godrej Soaps in 1991 iii. General Electric, US in 1999 iv. None of the above		
D	Which of the following act deals with recruitment and selection? i. Child labour act		

	<ul style="list-style-type: none"> ii. The apprentices act iii. Mines act iv. All of the above 		
E	<p>If a leader is concerned more with task and less with people, then he is using which style of leadership?</p> <ul style="list-style-type: none"> i. Impoverished ii. Country Club iii. Task Management iv. Team Management 		
F	<p>Which of these is an off - the - job training method?</p> <ul style="list-style-type: none"> i. Vestibule training ii. Job rotation iii. Orientation training iv. Coaching 		
G	<p>Which of the following is a content theory?</p> <ul style="list-style-type: none"> i. Expectancy theory ii. ERG Theory iii. Equity theory iv. None of the above 		
h	<p>"Unity of Command " principle of effective direction means:</p> <ul style="list-style-type: none"> i. subordinates should be responsible to one superior ii. there should be unity amongst subordinates iii. there should be unity amongst superiors iv. a superior can supervise a limited number of subordinates 		
I	<p>Method of keeping and reviewing, record of employees' undesirable behavior at different time intervals is</p> <ul style="list-style-type: none"> i. critical incident method ii. forced distribution method iii. alternation ranking method iv. paired comparison method 		
J	<p>If a product passes through different stages of production, the suitable form of departmentation is</p>		

	<ul style="list-style-type: none"> i. Product departmentation ii. Functional departmentation iii. Process departmentation iv. None of the above 		
SECTION B			
	(Attempt all question)	20	
Q 2	Examine matrix organization in the light of its merits and demerits.		CO3
Q3	In what way communication is important for effective managerial performance?		CO2
Q4	How programmed decisions differ from non-programmed decision?		CO1
Q5	“Managers cannot be rational decision makers in real life.” Elaborate.		CO3
SECTION-C			
	(Attempt any three questions)	30	
Q 6	Distinguish between feedforward and feedback control? How MVA and EVA help in controlling and monitoring organizational performance?		CO1
Q 7	Assess the contribution of F.W. Taylor in development of management thought. What Taylor proposed to modify the functioning of foreman?		CO1
Q 8	If you are a production manager in a FMCG company how you will effectively direct your shop floor employees, explain with reference to elements of directing?		CO3
Q 9	Assume yourself as a HR manager and write down which methods you can use for recruiting a key position in your organization.		CO3
SECTION-D			
(Attempt all questions)			
Q10	As a global leader in satellite navigation equipment, Garmin Ltd. Recently hit a milestone number. It has sold more than 100 million of its products to customers- from motorists to runners to geocachers and more- who depend on the compant’s equipment to “help show them the way.” Despite this milestone, the company’s core business is in decline due to changing circumstances. In response the managers at Garmin, the biggest maker of personal navigation devices, are shifting direction. Sales of Garmin devices have declined as consumers increasingly using their smartphones for directions and maps. However using smartphone navigation system while holding a	30	CO3

phone to look at display is dangerous. Also, GPS apps can “crash” if multiple apps are running, That’s why Olathe, Kansas based company is taking explicitly aggressive actions to team up with automakers to embed its GPS systems in car dashboards. Right now, its biggest in-dash contract is with Chrysler and its Uconnect dashboard system is found I several models of Jeep, Dodge, and Chrysler vehicles. Garmin also is working with Honda and Toyota for dashboard systems in the Asian market.

Despite these new market shifts, customers gotten used to the GPS devices and it’s become an essential part of their lives. That’s why Garmin’s executive team still believes there’s a market for dedicated navigation systems. It’s trying to breath some life into the product with new features, better designs and more value for the customer’s money. For instance, some of the new features include faster searching for addresses or points of interest, voice-activated navigation, and highlighting exit services such as gas stations and restaurants.

Questions

- A. What types of plans would be needed in an industry such as this one? (For instance long-term or short-term or both) Explain why you think these plans would be important.

- B. What contingency factors might affect planning Garmin executives have to do? How might those contingency factors affect the planning?

- C. What planning challenges do you think Garmin executives face with continuing to be the global market leader? How should they cope with those market challenges?

