



University of Petroleum & Energy Studies
College of Management & Economics Studies
Kandholi Campus, Dehradun

End Semester Supplementary Examination – July, 2017

Programme Name: Online Walden Course for all BBA 2016 Batches	Semester I
Subject: Introduction to Management & Leadership	M.Marks: 100
Subject code:	Duration:

SECTION – A

Answer the following MCQs. Each one carries two marks.

10*2 = 20 Marks

1. _____ Principle of Henry Fayol prescribes workers have only one boss.
 - a. Scalar Chain
 - b. Unity of Command
 - c. Centralization
 - d. All the above
2. Individuals who report unethical practices by their employer to outsiders are
 - a. Utilitarian
 - b. Whistle blowers
 - c. Destroyers
 - d. Path finders
3. _____ ensures that plans are being implemented and goals are being achieved effectively and efficiently.
 - a. Directing
 - b. Planning
 - c. Controlling
 - d. Organizing
4. _____ is a common practice (error) in group decision making.
 - a. Exchange
 - b. Social Loafing
 - c. Dissatisfaction
 - d. Association
5. _____ is a small number of people with complementary skills with a common purpose.
 - a. Team
 - b. Group
 - c. Committee
 - d. All the above

6. The degree to which a leader defines his own role and roles of the subordinates in terms of achieving objectives referred to as _____
 - a. Consideration
 - b. Initiating Structure
 - c. LPC Scale
 - d. All the above
7. Shakespeare once commented “ the world is a stage, and all the men and women merely players” Using the same metaphor, all group members are actors, each playing _____
 - a. a Play
 - b. a Role
 - c. a Part
 - d. a Drama
8. _____ is the starting point of the management process.
 - a. Planning
 - b. MBO
 - c. Goal Setting
 - d. All the above
9. B.E.P stands for _____ Principle of Henry Fayol prescribes workers have only one boss.
 - a. Balance in External Profit
 - b. Break Even Point
 - c. Brand Equity Pricing
 - d. Balance in End Product
10. _____ is a complex educational strategy designed to increase organizational effectiveness and wealth through planned intervention.
 - a. MBO
 - b. OD
 - c. Grid Training
 - d. All the above

SECTION – B

Answer any **four** of the following questions. Each one carries four marks. 4*5 = 20 Marks

11. What do you know about the Contribution of F W Talyor to the field of Management?
12. What is the relevance of Ethics to Business?
13. What are the Roles a manager usually performs in an organization?
14. Briefly explain the various principles of management.
15. What do you know about planning? Briefly signify its importance in Business.

SECTION – C

Answer any **three** of the following questions. Each one carries ten marks. 10*3 = 30 Marks

16. What do you know about various styles of Leadership? According to you, which style of Leadership is most suited to Indian Business Scenario? Explain with reasons.
17. What do you know about Levels of Management? Draft a Model Organizational Structure of your university, where you are studying?
18. Discuss the important personality traits, which are to be considered in job employment.
19. What is Control? Are there any techniques of control, which can be applied in assessing the performance?
20. What is meant by SWOT analysis? Conduct the analysis to yourself and your parents, and compare both the analysis by giving your views on the same?

SECTION – D CASE LET (30 Marks)

In Mid-2008, Tata Motors unveiled the much talked about \$2,500 car at the 9th Auto Expo in New Delhi. The company is the largest automobile firm and rank number 2 in passenger cars. It also produces trucks and buses being sold in various part of the world. The company also has joint venture with Fiat.

The people's car could change the automobile industry not only in India, but in many other countries as well. The car to be officially launched in the latter part of 2008, is a four door, four-to-five-seater with a 30 horsepower, two-cylinder car. The estimated 54 US miles per gallon car comes at the time when oil sells for over \$140 per barrel. The people's car by name of Nano will raise some eyebrows if not lawsuits by Apple Computer, which carries a Nano model in its iPod selection.

The just over three meter long car is considered stylish as well as comfortable. It will be available in different colours in a standard and deluxe kind. The fuel-efficient small 623 cc engine delivers 33 horsepower. The people's car is not only environment-friendly; it also meets India safety requirements.

Questions:

3*10 = 30 Marks

1. Would the Nano fit your needs? Would you consider buying it? Why or why not?
2. As a manager, do you come out with a product like Nano, if you are in Automobile Business? Why or Why not?
3. As a manager, identify in what other countries would there be an interest in buying it?

(Hint: You can analyze by projecting performance of Nano in present context and the context given in the case let)