UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2019

Course: Introduction to Management and Leadership   Semester: I
Program: BBA (Core)   Time: 03 Hours
Course code: GMHR 1201   Max. Marks: 100
Instructions:
Attempt All 10 questions in **Section A** (each carrying 2 marks); Any **Four Questions** from **Section B** (each carrying 5 marks); Any **3 Questions Section C** (each carrying 10 marks); **Section D** is Compulsory (carrying 30 marks)

SECTION A - Multiple Choice (Attempt All)

		Marks	CO
Q 1	Which theory is the latest in the Evolution of Management? a. Management Science Theory b. Scientific Management Theory c. Organization Environment Theory d. Behavioral Management Theory	**[2]**	**CO1**
Q2	A Doctor strictly following ethical standards is an example of: a. Societal Ethics b. Individual Ethics c. Organizational Ethics d. Occupational Ethics	**[2]**	**CO1**
Q3	Which of the following is not a Corporate Level Strategy: a. Vertical Integration b. Cost Differentiation c. International Expansion d. Diversification	**[2]**	**CO1**
Q4	Which organization structure is characterized by dual reporting? a. Matrix b. Product c. Geographical d. None of the Above	**[2]**	**CO1**
Q5	The Two Factor Theory of Motivation was proposed by: a. Maslow b. Vroom c. Alderfer d. Herzberg	**[2]**	**CO1**
Q6	IT Systems mostly used for Programmed decisions are: a. Enterprise Resource Planning systems	**[2]**	**CO1**

	b. Transaction processing systems c. E commerce systems d. None of the Above		
Q7	Building blocks of Competitive advantage are : a. Innovation, Quality b. Quality, Efficiency c. Efficiency, Responsiveness to customer d. All the Above	**[2]**	**CO1**
Q8	Which of the following is not a part of the task environment of an organization? a. Suppliers b. Customers c. Technologies d. Competitors	**[2]**	**CO1**
Q9	Non Programmed Decisions are mostly taken at which level? a. First Level Managers b. Middle Level Managers c. Top Level Managers d. CEOs level	**[2]**	**CO1**
Q10	Power to give punishment is termed as: a. Reward Power b. Expert Power c. Coercive Power d. Legitimate Power	**[2]**	**CO1**
SECTION B – Short Answers (Attempt Any Four)			
Q11	Explain in brief the Organization Environment Theory.	**[5]**	**CO3**
Q12	What comprises of the task and general environment of an organization? Explain in brief.	**[5]**	**CO1**
Q13	Explain in brief the difference between Corporate and Business Level Strategies	**[5]**	**CO2**
Q14	List down the various Theories of Motivation. Explain any one in brief.	**[5]**	**CO4**
Q15	Write a Short Notes on Any Two of the following : a. Bounded Rationality in Decision Making b. Matrix Organization Structures c. Types of MIS systems	**[5]**	**CO3**
SECTION-C – Long Answers (Any Three)			
Q16	What are the various types of organization structures used in organizations? Illustrate and explain with examples or sample structures.	**[10]**	**CO1**
Q17	Explain the concept of Value Chain in Detail. What are the various components of a value chain? Explain each in detail	**[10]**	**CO3**
Q18	What do understand by Transactional and Transformational Leadership styles? Share a detailed comparison of the two styles.	**[10]**	**CO2**
Q19	What are the various types and sources of Conflicts in organizations? What are the various types of conflict management strategies? Explain in detail	**[10]**	**CO4**

Q20	What are the various types of IT systems used in organizations? Explain in detail.	[10]	CO1
	SECTION-D – Case Study (Attempt All)		
	Mr. Ramesh Parihar recently joined TechSoft as its CEO. TechSoft had been a Leader in its market but was recently suffering due to competitive pressures and internal culture issues. Mr. Ramesh closely studied the issues and called the Senior Leadership team to share his observations. Addressing the team he says, "Dear Team, we had been leaders, but we rested on our laurels probably and surely this cannot continue. We are 20 years into business and I do not see a vision, mission statement for this organization. It is surprising! How do we intend to succeed if we do not have a mission and a plan? In addition, I do not see clear reporting of our performance on a real time basis at all levels. Our key leaders have left the organization and we do not even know the reason for this attrition of our star performers. We do not even know how we are going to fill these critical vacancies quickly. In addition, I see that the organization structure is so unwieldy, why are there so many levels? It always takes more time for even simple decisions because of this high number of levels. Are our managers clear of what they are supposed to deliver? I would want you all two meet me with a clear action plan on each of the issues that I have highlighted. Let us gear up and prepare for the future and make Tech Soft great again." He ends.		
Q21	Based on the Case prepare an Agenda for next meeting between Ramesh and Senior Leadership Team	[10]	CO3
Q22	Highlight the Key issues in the case and categorize them as per areas learnt in this course on Management and Leadership.	[10]	CO4
Q23	Propose corrective action plans for each of the issues highlighted above.	[10]	CO3