

II B. Tech II Semester Supplementary Examinations, December- 2023
MANAGEMENT AND ORGANIZATIONAL BEHAVIOR
(Common to ECE & PE)

Time: 3 hours

Max. Marks: 70

Answer any **FIVE** Questions each Question from each unitAll Questions carry **Equal** Marks

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## UNIT-I

- 1 a) Define management. Discuss the concept and scope of management. [7M]
- b) Explain in detail about fayol's principles of management. [7M]

Or

- 2 a) Discuss the contribution of F.W. Taylor to the theory of management. [7M]
- b) What is MBO? Explain the process involved in MBO. [7M]

## UNIT-II

- 3 a) Explain the significance of training and development in organizations. [7M]
- b) Elucidate on the marketing mix elements. [7M]

Or

- 4 a) Explain the need and importance of performance appraisal in organizations. [7M]
- b) What do you understand by Job Evaluation? Explain. [7M]

## UNIT-III

- 5 a) Explain the terms i) Mission ii) Strategy [7M]
- b) Discuss about the importance of SWOT analysis in strategic management process. [7M]

Or

- 6 a) 'Environmental scanning forms the basis for strategy formulation'. Explain. [7M]
- b) What is balanced score card approach? Why is it used? [7M]

## UNIT-IV

- 7 a) What do you understand by change and its significance in organizations? [7M]
- b) Discuss in detail about Mc Gregor's X and Y theory of motivation. [7M]

Or

- 8 a) Write a detailed note on Maslow's need hierarchy theory. [7M]
- b) What do you mean by motivation? Explain its types. [7M]

## UNIT-V

- 9 a) What are the consequences of conflicts in organizations? [7M]
- b) Explain in detail about the stress coping strategies. [7M]

Or

- 10 a) What are the causes and effects of stress? [7M]
- b) Explain the stages of group formation in detail. [7M]