

## II B. Tech II Semester Regular/Supplementary Examinations, July - 2023

## MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

(Electronics &amp; Communication Engineering)

Time: 3 hours

Max. Marks: 70

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

~~~~~

## UNIT-I

- 1 a) Summarize the contribution of F. W. Taylor to the management. [7M]  
 b) What is management by objectives (MBO)? Explain its process in brief. [7M]

**Or**

- 2 a) Discuss the contemporary relevance of Henry Fayol's principles of management. [7M]  
 b) List out the functions of management. Briefly explain various approaches to management. [7M]

## UNIT-II

- 3 a) Justify the importance of manpower planning in business organizations. Describe the process of manpower planning. [7M]  
 b) Differentiate between training and development. What are the types of training? Why on the job training is the most preferred in 21<sup>st</sup> century. [7M]

**Or**

- 4 a) Discuss the different types of performance appraisal methods in detail. [7M]  
 b) Describe the standard procedure for grievance redressal. [7M]

## UNIT-III

- 5 a) What are various techniques available for environmental scanning? Write about PESTLE. [7M]  
 b) What are the elements of balanced score card? Briefly explain the perspectives of balanced score card. [7M]

**Or**

- 6 a) Define value chain analysis? What are generic strategy alternatives? [7M]  
 b) Briefly explain the steps involved in strategy formulation. [7M]

## UNIT-IV

- 7 a) Define personality development? What are personality traits according to five factor model proposed by Costa & McCrae. [7M]  
 b) Discuss the contemporary relevance of Maslow's theory of human needs. [7M]

**Or**

- 8 a) Define attitude? How attitudes are formed? Briefly explain positive model of attitude. [7M]  
 b) Classify the theories of learning. Explain about conditioning theory of learning. [7M]

**UNIT-V**

- 9 a) List out the causes and reasons for organizational conflicts. Mention the types of conflicts. [7M]  
b) List out the factors influencing organizational conflict. How to manage organizational conflict effectively. [7M]

**Or**

- 10 a) What is the importance of organizational climate in business organizations? Mention the types of organizational climate. [7M]  
b) Briefly explain the types of stress and explain coping strategies of stress. [7M]

**II B. Tech II Semester Regular/Supplementary Examinations, July - 2023****MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

(Electronics &amp; Communication Engineering)

**Time: 3 hours****Max. Marks: 70**Answer any **FIVE** Questions each Question from each unitAll Questions carry **Equal** Marks

~~~~~

**UNIT-I**

- 1 a) Is management a science or an art? Justify your answer. [7M]  
 b) Discuss the functions of management. [7M]

**Or**

- 2 a) What are the bases of departmentation? Briefly explain the types of departmentation. [7M]  
 b) Distinguish between the departmentation Vs decentralization. [7M]

**UNIT-II**

- 3 a) Distinguish between recruitment and selection. Describe recruitment process. [7M]  
 b) What is the importance of training of HRM? Explain the process of training in HRM. [7M]

**Or**

- 4 a) What are marketing mix elements? Explain steps of a marketing plan. [7M]  
 b) Define job evaluation? Briefly explain methods of job evaluation. [7M]

**UNIT-III**

- 5 a) Describe the process of strategic management. [7M]  
 b) What is SWOT analysis? How to conduct SWOT analysis? [7M]

**Or**

- 6 a) Define corporate strategy. List out the elements of corporate planning process. [7M]  
 b) What is benchmarking in business? Briefly the types of benchmarking. [7M]

**UNIT-IV**

- 7 a) What is perception in organizational behaviour? Why is perception important in organizational behavior? [7M]  
 b) What are the factors affecting perceptual? Explain perceptual process. [7M]

**Or**

- 8 a) Define motivation? What are the advantages of Herzberg motivation theory? [7M]  
 b) Distinguish McGregor's theory X and Theory Y. [7M]

**UNIT-V**

- 9 a) Define group behaviour? Explain the stages of group development. [7M]  
 b) Write about group behavior. Identify group performance factors. [7M]

**Or**

- 10 a) What are the characteristics of organizational climate? What are the factors influencing organizational climate? [7M]  
 b) What are the consequences of conflicts in business organizations? [7M]

**II B. Tech II Semester Regular/Supplementary Examinations, July - 2023****MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

(Electronics &amp; Communication Engineering)

**Time: 3 hours****Max. Marks: 70**Answer any **FIVE** Questions each Question from each unitAll Questions carry **Equal** Marks

~~~~~

**UNIT-I**

- 1 a) Discuss the significance of Taylor's Scientific Management Theory. [7M]
- b) Define organizational structure? Briefly explain different types of organizational structures. [7M]

**Or**

- 2 a) What is management by objectives (MBO)? What are the advantages and disadvantages of management by objectives (MBO)? [7M]
- b) What are the principles and functions of management? Explain any two modern theories of management? [7M]

**UNIT-II**

- 3 a) List out the duties and responsibilities of a HR manager in business organizations. Explain the process of human resource management. [7M]
- b) What are different types training programs? [7M]

**Or**

- 4 a) Define employee welfare? What are its objectives? Explain the types of Employee welfare [7M]
- b) What are the key steps in selection process? Why is it necessary for companies to build a robust selection process? [7M]

**UNIT-III**

- 5 a) What is environmental scanning? Explain the factors affecting environmental Scanning. [7M]
- b) Mention the strategies for environmental scanning. Write the significance of environmental scanning. [7M]

**Or**

- 6 a) What are generic strategy alternatives? Why benchmarking is important in strategic management. [7M]
- b) What are the applications of benchmarking? Explain the process of benchmarking. [7M]

**UNIT-IV**

- 7 a) Define socialization? Briefly explain stages and process of socialization. [7M]
- b) What is impression management? Explain about any two impression management strategies. [7M]

**Or**

- 8 a) What are the main components of attitude? Explain the types of attitude in organization? [7M]  
b) How does attitude affect organizational behavior? What is the importance of perception in organizational behavior? [7M]

**UNIT-V**

- 9 a) How do group behavior and individual behavior differ? Identify the factors affecting group performance. [7M]  
b) Mention the important features of conflict. What are the types of conflicts in an organization? Mention the ways to overcome role conflict. [7M]

**Or**

- 10 a) List out the characteristics of organizational culture. Explain the roles of organizational culture. [7M]  
b) What is stress management in organizational behavior? What are strategies for managing stress in the workplace? [7M]

**II B. Tech II Semester Regular/Supplementary Examinations, July - 2023****MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

(Electronics &amp; Communication Engineering)

**Time: 3 hours****Max. Marks: 70**Answer any **FIVE** Questions each Question from each unitAll Questions carry **Equal** Marks

~~~~~

**UNIT-I**

- 1 a) What are Henry Fayol's principles of management? Write about F.W Taylor's significant contribution to management. [7M]
- b) What are social responsibilities of management? State the principles of social responsibilities. [7M]

**Or**

- 2 a) What are the salient features of decentralization? Mention its advantages and disadvantages. [7M]
- b) Explain the styles of leadership in detail. [7M]

**UNIT-II**

- 3 a) What are the main functions of human resource management? Is human resource management an asset to business organization? Justify your answer. [7M]
- b) The factors affecting wage and salary administration in HRM? Briefly explain different methods of wage and salary administration. [7M]

**Or**

- 4 a) Define marketing management? Discuss the importance of 4Ps of marketing. [7M]
- b) Briefly explain any three effective on-the job training techniques with relevant examples. [7M]

**UNIT-III**

- 5 a) What are the four basic elements of strategic management? Why is strategic management important in a globalised economic era? [7M]
- b) What is balanced score card? How is a balanced scorecard implemented for driving organizational performance? [7M]

**Or**

- 6 a) What is value chain analysis? What are the benefits of value chain analysis in strategic management? [7M]
- b) Explain the procedure for conducting SWOT analysis. [7M]

**UNIT-IV**

- 7 a) What are the types of personality in organizational behavior? [7M]
- b) Discuss the roles of personality in organizational behavior. [7M]

**Or**

- 8 a) Define learning? Classify the theories of learning? Explain classical conditioning theory of learning. [7M]  
b) What are the methods used by managers for controlling the behavior of the employees? Write the implications of reinforcement theory of motivation. [7M]

**UNIT-V**

- 9 a) How do groups influence member behavior? Mention the negative aspects of group influence. [7M]  
b) Define group dynamics? What are the factors affecting group processes and functions? [7M]

**Or**

- 10 a) Define organizational climate? How to improve organizational climate? [7M]  
b) What is organizational conflict? Suggest effective ways to manage and resolve the organizational conflict. [7M]