PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF COMMERCE
END TERM EXAMINATION - JAN 2023

Semester : SEMESTER - I - 2022   **Date :** 6-JAN-2023
Course Code : COM2003   **Time :** 1.00PM - 4.00PM
Course Name : Sem I - COM2003 - Contemporary Management   **Max Marks :** 100
Program : B. Com. / B.Com (Hons.)   **Weightage :** 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS   **10 X 2 = 20M**

1. Scientific Management theory is developed by
   a) Fredrick Winslow Taylor   (CO1) [Knowledge]
   b) Henri Fayol
   c) Max Weber
   d) Elton Mayo and Fritz Roethlisberger

2. Which of the following studies is NOT Modern Approach?
   a) Scientific Management/ Taylorism   (CO1) [Knowledge]
   b) Quantitative Approach
   c) Systems Approach
   d) Contingency Approach

3. This group decision making technique is more structured. Members form the group in name only and operate independently, generating ideas for solving the problem on their own, in silence and in writing their ideas or solutions to the issue.
   a) Brainstorming   (CO2) [Knowledge]
   b) Nominal group technique
   c) Delphi Method
   d) None of the above

4. One of the limitations of MBO process is
   a) Maximum Utilization of Human Resources   (CO2) [Knowledge]
   b) No Role Ambiguity
   c) Resentful Attitude of Subordinates
   d) Greater Sense of Identification

5. Hierarchy of needs theory in Motivation is developed by:
   a) Douglas McGregor   (CO3) [Knowledge]
   b) Frederick Herzberg
   c) Robert R. Blake
   d) Abraham Maslow

6. Which of the following needs in Maslow's Need Hierarcy are higher order needs?
   a) Physiological needs and safety needs   (CO3) [Comprehension]
   b) Safety needs and Esteem needs
   c) Self Actualization needs and Esteem needs
   d) Self Actualization needs and Social needs

7. Which of the following is NOT a "C" of Communication?
   a) Concise   (CO4) [Comprehension]
   b) Concrete
   c) Conscious
   d) Courteous

8. Sometimes even a thick dialect may render the communication ineffective. Difference in the dialect is _____ barriers of communication.
   a) Psychological Barriers   (CO4) [Comprehension]
   b) Personality Barriers
   c) Cultural Barriers
   d) Linguistic Barriers

9. One of the factor does NOT help in overcoming resistance to change.
   a) Education   (CO5) [Comprehension]
   b) Facilitation
   c) Uncertainty
   d) Employee security

10. An individual is likely to resist change because of the following factors except _____
   a) Uncertainty   (CO5) [Comprehension]
   b) Increased productivity
   c) Feeling of loss
   d) threat of self-interest

PART B

ANSWER ALL THE FOLLOWING QUESTIONS   **4 X 10 = 40M**

11. Graicunas developed a mathematical formula to analyze the relationship between a superior and a subordinate. He suggested that the number of possible relationships increases with the number of subordinates. Restate the three specific kinds of superior-subordinate relationships from Graicunas Theory of Span of Control.

(CO1,CO2) [Comprehension]

12. In order to better understand what motivates human beings, Maslow proposed that human needs can be organized into a hierarchy. This hierarchy ranges from more concrete needs such as food and water to abstract concepts such as self-fulfillment. Summarize Maslow's Needs Hierarchy and Infer deficit and progression principle.

(CO3) [Comprehension]

13. The communication process is a dynamic framework that describes how a message travels between the persons using various communication channels. Its goal is to ensure the receiver understand the message correctly and can respond with ease and speed. This is especially important for larger organisations that need to notify people in different areas and time zones about an event, problem or change. Communication processes need good management to sustain them in the long-run. Explain the elements in the communication process.

(CO4) [Comprehension]

14. While organizational change is often discussed as a single concept, there are multiple types. Depending on the specific change methodology, there are various types of organizational change. Discuss the types of organizational change.

(CO5) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS   2 X 20 = 40M

15. In most organization, decision-making is a very sensitive process. For this reason, most organizations use computerized decision making due to the various advantages associated with computerized decision-making. Some of these advantages include mass, compilation decision-making, computers avoid emotional decision making among others. Additionally, computers are better than human being due to their consistencies of accuracy.

There are various weaknesses that are associated with using computers as a decision tool. For instance, computers do not add any creativity to the already programmed system despite the fact that they are fast and reliable. Computers are also likely to have problems that people are not likely to have to include examining whether an individual decision is making sense or not among others.

Nevertheless, computer decision-making cannot effectively take ethical issues into account. Ethical guidelines guide some choices. In a scenario where moral decisions have to be made, it may not be prudent to use a computer. The roles of human decision makers in creating ethical choices include integrity, impact consideration, legalities among other roles.

a) Discuss the techniques in decison making process

b) Summarize the advantages and disadvantges of each of the technique.

(CO2,CO3) [Comprehension]

16. Anita is trying to apply a function of management in her department. Her daily routine is to send alarm to the manufacturing department about the deviations in the number of units produced so that the target of the day could be achieved. This helps the whole department to focus towards its main plan of action. However one day she realises that the number of units which are to be produced is 500 which is very high and if set as a standard, it creates chaos at the shop floor.

She discusses it with the management and makes sure that the target is reduced to 450. This has helped the manufacturing department in maintaining quality of the work done. There are 10 workers at the shop floor where Anita does inspection. She divided the task into 45 units for each worker so that by the end of the day the target of the department is completed.

a) Identify the function of management is being performed by Anita in her department. Rewrite the meaning of the function?   **(5M)**

b) Express what is "450" in the above case.   **(5M)**

c) Discuss the steps in the controlling process.   **(10M)**

(CO4,CO5) [Application]