

**R16**

**Code No: 135AR**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B. Tech III Year I Semester Examinations, July/August - 2023**

**FUNDAMENTALS OF MANAGEMENT**  
**(Common to CE, EEE, ME, ECE, CSE, MCT, CEE)**

**Time: 3 Hours**

**Max. Marks: 75**

- Note:** i) Question paper consists of Part A, Part B.  
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.  
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART - A**

**(25 Marks)**

- 1.a) What are the levels of Management? [2]
- b) Describe the function of Management. [3]
- c) What is mean by strategy? [2]
- d) Explain the term decision making. [3]
- e) Define human resource management functions. [2]
- f) Explain Talent Management. [3]
- g) How do you set priorities as a leader? [2]
- h) What is team leadership? [3]
- i) What are the characteristics of control function? [2]
- j) Brief on process of controlling. [3]

**PART - B**

**(50 Marks)**

- 2.a) How does Management Take Role in the Development of Manpower?
- b) Why are Planning and Controlling regarded as the two sides of a Coin in Management Cycle? [5+5]

**OR**

- 3.a) Explain the behavioral approach of Management.
- b) How is Management a Social Process? [5+5]

- 4.a) Do you think planning can work in a changing environment?
- b) What kind of strategic decisions are taken by business organisations? [5+5]

**OR**

- 5.a) What are the steps taken by management in the planning process?
- b) You are new to your department and your boss has handed you a brief for a presentation that covers what you should tell your department about the new IT system that is being introduced. Your boss would have done it himself, but he has annual leave for the next few days. It contains a lot of facts and you are aware that your boss prefers a more factual dry presentation style. However, you are concerned that the audience would find the content dull and you want to make a good first impression on them. What would be the least effective answer? [5+5]

QA QA QA QA QA QA QA Q

- 6.a) What is the difference between organizational culture and organizational leadership?  
b) Should a firm be organized around the people it has or should the structure be based on what is best long-term, irrespective of the cast of characters involved now? [5+5]

QA QA QA QA QA QA QA Q

- 7.a) What are the objectives of career planning?  
b) Difference between job description and job specification. [5+5]

- 8.a) What are the Four Basic Leadership Styles?  
b) Discuss the managerial grid theory of leadership. [5+5]

**OR**

QA QA QA QA QA QA QA Q

- 9.a) How do you motivate an under-performing team member?  
b) Explain the concept of motivation with respect to an organization. Then, identify and describe the three key aspects of motivation. [5+5]

- 10.a) 'An effort to control everything may end up in controlling nothing'. Explain.  
b) Write a note on budgetary control as a technique of managerial control. [5+5]

**OR**

QA QA QA QA QA QA QA Q

- 11.a) Explain the techniques of managerial control.  
b) Explain the importance of controlling in an organisation. What are the problems faced by the organisation in implementing an effective control system? [5+5]

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QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q

QA QA QA QA QA QA QA Q