	Reg. No.									
	Question Paper Code	13146								
	B.E. / B.Tech DEGREE EXAMINATIO	ONS NO	v /1	DE	C 2(124				
	Fifth Semester	5115,110	• / 1	DE	C 20	124				
	Computer Science and Busines	ss System	S							
	20CBMG501 - FUNDAMENTALS OF	•		Æ	νт					
	Regulations - 2020		J L 1 V	114	11					
D	uration: 3 Hours						Max	. Mar	ks· 11	0
	PART - A (MCQ) $(20 \times 1 = 20)$	Marke)					IVIUA			
	Answer ALL Questions	wiai ks <i>j</i>						Marks	K – Level	СО
1.	Which management theory emphasizes the importance of unc	lerstandin	g hu	ıma	ın be	ehav	ior?	1	<i>K1</i>	CO1
	(a) Scientific Management (b) Administrative		-							
	(c) Human Relations Theory (d) Bureaucratic M	lanagemer	nt							
2.	Who is known as the father of scientific management?							1	K1	<i>CO1</i>
	(a) Henri Fayol (b) Frederick Taylor (c) Elton Mayo	(d) Ma	x W	/eb	er					
3.	Which of the following is a primary function of management							1	K1	CO1
4		oordinatii	ng					1	V1	COL
4.	Which type of business organization is owned by one persons		ti					1	K1	CO1
5.	(a) Partnership (b) Corporation (c) Sole Proprietorship Which of the following is not a type of planning?	(d) Coope	erati	ve				1	K1	<i>CO2</i>
5.	(a) Strategic Planning (b) Tactica	1 Planning	n					-		002
	(c) Operational Planning (d) Randon		-							
6.	Management by Objectives (MBO) is a process where		-8					1	K1	<i>CO2</i>
	(a) Managers set objectives for employees without their inpu	ıt.								
	(b) Employees and managers jointly set objectives.									
	(c) Objectives are set by the top management only.									
_	(d) Objectives are not set at all.									<i>a</i> a a
7.	Performance appraisal involves:	• , •			1			1	K1	CO2
		ecruiting			plo	yees				
8	(c) Assessing employee performance (d) De Which of the following is a common barrier to effective common	elegating		.5				1	K1	CO2
0.	(a) Clarity (b) Feedback (c) Noise (d) Active listening	municatio						-		
9.	Which of the following is NOT a determinant of personality?							1	K1	CO3
	(a) Heredity (b) Environment (c) Experience (d) Intelligence									
10.	Individuals with an internal locus of control believe that:							1	<i>K1</i>	CO3
	(a) Their success or failure is determined by external factors l			te						
	(b) They can control their own outcomes through their efforts	and abili	ties							
	(c) Their behavior is shaped by societal norms									
11	(d) Others are responsible for their successes	. lass off		- 1		1		1	K1	CO3
11.	What is the term for the phenomenon where individuals put i a group compared to working alone?	in less en	onv	whe	in w	JIKI	ng m	1	<u>M</u>	005
	(a) Groupthink (b) Social Loafing (c) Bystander Effect	t (d) Fre	e Ri	idin	σ					
12.	Which type of power is associated with the authority gr					zatio	on or	1	<i>K1</i>	CO3
	position within a hierarchy?	- 5	-	- 2						
	(a) Referent Power (b) Coercive Power (c) Legitimate	Power	(d)	Exp	oert]	Pow	er			
13.	Which of the following is NOT a key element	-					sign?	1	K1	<i>CO4</i>
	(a) Formalization (b) Hierarchy (c) Job Analysi	s (d)	Cer	ıtra	lizat	ion				

14.	In which modern organizational type do employees from different departments work			K1	<i>CO4</i>
	together on projects?				
	(a) Divisional structure	(b) Functional structure			
	(c) Matrix structure	(d) Hierarchical structure			
15.	Which of the following is a visible element	of organizational culture?	1	K1	<i>CO</i> 4
	(a) Organizational values	(b) Employee behavior norms			
	(c) Dress code and office layout	(d) Beliefs and assumptions			
16.	What is the last phase of the organizational	innovation process?	1	K1	<i>CO</i> 4
	(a) Idea generation	(b) Concept development			
	(c) Diffusion and implementation	(d) Brainstorming			
17.	Which of the following best describes an eth	nics committee?	1	K1	<i>CO5</i>
	(a) A group that enforces company policies				
	(b) A team responsible for creating marketing strategies				
	(c) A body that develops ethical standards a	nd resolves dilemmas			
	(d) A unit that conducts market research				
18.	Which model of corporate governance empl	overnance emphasizes maximizing shareholder value?		K1	<i>CO</i> 5
	(a) Continental Model	(b) Japanese Model			
	(c) Anglo-American Model	(d) Stakeholder Model			
19.	Which of the following is NOT a type of co	the following is NOT a type of corporate citizenship?		K1	<i>CO5</i>
	(a) Environmental responsibility	(b) Ethical responsibility			
	(c) Financial responsibility	(d) Philanthropic responsibility			
20.	What is the primary focus of ethical market		1	K1	<i>CO5</i>
	(a) Maximizing profit through any means	(b) Honesty and transparency in advertising			
	(c) Aggressive sales tactics	(d) Increasing brand awareness			

PART - B (10 × 2 = 20 Marks)

	Answer ALL Questions			
21.	Identify two key figures in the classical management theory.	2	K1	<i>CO1</i>
22.	List out any two advantages of a partnership.	2	K1	COI
23.	Recall the term formal organization.	2	K1	<i>CO2</i>
24.	List the main steps involved in the selection process.	2	Kl	<i>CO2</i>
25.	Write short notes on Classical Conditioning.	2	Kl	CO3
26.	Differentiate between positive and negative reinforcement.	2	K2	CO3
27.	Paraphrase the term Organizational Culture.	2	K2	<i>CO4</i>
28.	Outline any two strategies for overcoming resistance to change.	2	K2	<i>CO4</i>
29.	Summarize the roles of Ombudsperson.	2	K2	CO5
30.	Rephrase Green washing with an example.	2	K2	<i>CO5</i>

PART - C (6 \times 10 = 60 Marks) Answer ALL Questions

31.	a)	Discuss the functions of management in detail.	10	K2	COI
		OR			
	b)	Explain in detail about the elements of Internal Environment.	10	K2	<i>CO1</i>
32.	a)	Define planning and outline and the steps involved in Planning.	10	K2	<i>CO2</i>
		OR			
	b)	Compare Budgetary and Non-Budgetary Control Techniques.	10	K2	<i>CO2</i>
33.	a)	Examine the factors influencing Perception.	10	K3	CO3
		OR			
	b)	Illustrate the different styles of leadership in directing employees.	10	K3	CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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34.	a)	Infer the types of modern organizations bases and explain in what ways they differ from traditional organizational types.	10	K3	<i>CO</i> 4		
		OR					
	b)	Evaluate the various dimensions of Organizational Culture.	10	K3	<i>CO4</i>		
35.	a)	Analyze the key aspects of ethics in Marketing and Advertisement.	10	K4	CO5		
OR							
	b)	Assess the significance of Corporate Social Responsibility.	10	<i>K4</i>	CO5		
36.	a) i)	Explain the methods to overcome resistance to Change.	5	K2	<i>CO4</i>		
	ii)	Outline the principles of Business Ethics.	5	K2	CO5		
OR							
	b) i)	Describe Force Field Analysis.	5	K2	<i>CO4</i>		
	ii)	Discuss the models of Corporate Governance.	5	K2	CO5		