



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Management Principles

Program: MBA

Course Code: HRES7021

Semester: 1st

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Fill in the Blank		
1	A proper place for everything and everything at its place is associated with _____ order. a) Material b) Human c) Social d) Organizational	2	CO1
2	SWOT is acronym for _____ a) Safety, Work, Organization, Threat b) Strength, Weakness, Organization, Threat c) Strength, Weakness, Opportunities, Threat d) Strength, Work, Opportunities, Threat	2	CO1
3	Organizations may provide recognition, increased responsibilities, promotion to enable the employees to fulfil their _____ needs. a) Physiological needs b) Security and Safety needs c) Love and belongingness needs d) Self-actualization needs	2	CO1
4	Feedback loops are important from the perspective of _____ approach a) Cybernetic b) Mechanic c) Bureaucratic d) Human Resource	2	CO1
5	_____ motivation usually comes from inside an individual without any external rewards a) Extrinsic b) Social c) Intrinsic d) Informational	2	CO1

6	In _____ organization structure certain specific task will be performed by a group of individuals a) Line b) Line-staff c) Committee d) Network	2	CO1
7	Top managers develop _____ plans for the organization a) Tactical b) Strategic c) Developmental d) Operational	2	CO1
8	_____ approach of CSR deals with various entities such as employees, shareholders, suppliers, customers, general public, government etc. a) Contingency b) Shareholder c) Stakeholder d) Human Relations	2	CO1
9	_____ of the manager is important to derive the formal authority in bureaucracy. a) Knowledge b) Position c) Skills d) Personality	2	CO1
10	_____ has worked to improve the labor efficiency to through scientific management. a) Henry Fayol b) F.W. Taylor c) William Ouchi d) Peter Drucker	2	CO1

SECTION B
4Qx5M= 20 Marks

Q	Statement of question		
2	Explain the role and significance of Human relations school in evolution of management thought.	5	CO2
3	What is agency theoretic perspective? What are various responsibilities of managers from agency theoretic perspective?	5	CO1
4	Explain the need to implement triple bottom line approach in present organizations.	5	CO3
5	Explain the role and significance of planning in organizations.	5	CO1

SECTION-C
3Qx10M=30 Marks

Q	Statement of question		
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6	Suppose you are manager in need of committees to develop new product and services. How will you design the organizational structure that suits the reporting for such committees?	10	CO4
7	Explain the importance of various managerial roles from the perspective of organizational strategies.	10	CO2
8	Explain the need for organizational control and workers' wellbeing in hybrid workplace.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q	Statement of question		
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9	<p>Read the following case and answer the questions below:</p> <p>Case:</p> <p>KingMac is one of India's leading food service retailers with more than 350 restaurants across India. This company has been serving more than 5 lakh customers each day. KingMac has acquired leadership position in India within 15 years of commencing its business operations. Now it has developed aggressive expansion plans, which include market expansion, new customer outreach formats and menu expansion. For instance, KingMac has evolved an ambitious strategy to double the number of restaurants and customers within two years. This company has been mainly using a centralized organizational structure to manage and control the functioning of its widely dispersed retail outlets.</p> <p>Establishing a centralized structure has made it easy for KingMac to apply common policies and practices for the business as a whole. It has also found it easier to coordinate with the staff and the activities of all its restaurants. This system has also enabled the company to achieve economies of scale in purchase of material and labour hiring.</p> <p>Yet, KingMac has of late been receiving a spate of complaints from its customers on the quality and timeliness of the services offered by its retail outlets. The customers are also perturbed over the inordinate delay in getting response from the company for their complaints.</p> <p>The staff of KingMac restaurants, including its managers, have expressed their inability in attending to the customers' complaints promptly, owing to the nature of organizational structure as every organizational matter is literally vetted and decided by the central office.</p> <p>Even though the managers of KingMac remain close to the customers and are aware of their needs and problems, the decision-making structure and system of the company does not permit them to act swiftly in mollifying customer grievances. The absence of authority down the organizational hierarchy has also not helped the managers in establishing their absolute authority over their subordinates. It has also dented the motivational levels of the managers and has made them look weak and incompetent in the eyes of the employees and customers. To make matters worse, many resourceful global players in the food service industry have also entered the Indian market aggressively, thus making KingMac's position more</p>	15	CO4
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	<p>precarious. The lackluster customer service and the burgeoning customer complaints have only accentuated the problems of KingMac. The top management of the company has now been under tremendous pressure to restructure the company in such a way that the benefits of the existing system and structure are preserved even while the present troubles are eliminated.</p> <p>Questions:</p> <ol style="list-style-type: none"> a) How do you understand and assess the situation prevailing in KingMac? b) According to you, which type of organizational structure is better suited for KingMac and why? c) What are your suggestions for solving the recurring problems of the company apart from the structural changes? 		
10	Identify the difference in application of theory X, Y and Z in various organizational context. How does the manufacturing sector and service sector differ in motivating the employees?	15	CO3