



<b>Name:</b>			
<b>Enrolment No:</b>			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>Supplementary Examination, December 2023</b>			
<b>Course: Introduction to Management</b>		<b>Semester: 1<sup>st</sup></b>	
<b>Program: BBA FT/BBA CORE / BBA AVM/ BBA DB/BBA DB/ INT. BBA - MBA</b>			
<b>Course Code: HRES1006</b>		<b>Max. Marks: 100</b>	
		<b>Time : 03 hrs.</b>	
<b>Instructions: All questions are mandatory.</b>			
<b>SECTION A</b> <b>10Qx2M=20Marks</b>			
S. No.		Marks	CO
1	Scientific management thought is led by _____ a) Henry Fayol b) F.W. Taylor c) William Ouchi d) Peter Drucker	2	CO1
2	What is the primary function of management? a. Marketing b. Planning c. Production d. Sales	2	CO1
3	Which of the following is a leadership trait? a. Goal-oriented b. Authoritarian c. Bureaucratic d. Controlling	2	CO1
4	Which of the following is NOT one of the functions of management? a. Leading b. Coordinating c. Inventing d. Controlling	2	CO1
5	Fourteen principal of management thought is led by _____ a) Henry Fayol b) F.W. Taylor c) William Ouchi d) Peter Drucker	2	CO1
6	_____ motivation usually comes from inside an individual without any financial rewards a) Extrinsic	2	CO1

	b) Social c) Intrinsic d) Informational		
7	As per the Maslow's hierarchy of needs, the basic need is a) Physiological needs b) Security and Safety needs c) Love and belongingness needs d) Self-actualization needs	2	CO1
8	Organizations may provide life insurance to fulfil their _____ needs. a) Physiological needs b) Security and Safety needs c) Love and belongingness needs d) Self-actualization needs	2	CO1
9	SWOT is acronym for _____	2	CO1
10	Define the Span of Control.	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
2.	Differentiate between efficiency and effectiveness in the context of management. Provide examples to illustrate your points.	5	CO2
3.	Explain the functions of management and their importance in achieving organizational goals.	5	CO2
4.	Describe three specific strategies you would implement enhance teamwork within your diverse team.	5	CO2
5.	Explain the application of MBO and its significance.	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
6.	Discuss the importance of communication in the management process. How can effective communication contribute to the success of an organization?	10	CO3
7.	What is the significance of organizational culture in the context of management? Discuss on how can a positive organizational culture contribute to success?	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
8.	What is Corporate Social Responsibility? Explain various approaches to CSR. How will you implement stakeholder approach to build a new business in developing economies?	15	CO3
9.	Suppose you are manager looking at building motivation among employees to develop new products and services. How do you use Maslow's need hierarchy theory to motivate employees? What levels of need hierarchy are important to be influenced in this scenario?	15	CO4