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Program/Course	:	B. Tech. (ADE)					
Semester	:	VIII					
Name of the Subject	:	Industrial Management & Theory					
Subject Code	:	IMGT301					
Name of Question Paper Setter	:	Dr. Ruchi Tyagi					
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Note: Please mention additional Stationery to be provided, during examination such as Table/Graph Sheet etc. else mention "NOT APPLICABLE":							
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Date of Examination	:						
Time of Examination	:						
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Note: - Pl. start your question paper from next page

Roll No: -----

UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES



End Semester Examination, April, 2017

Program/course: B.Tech (ADE)
Subject: Industrial Management & Theory
Code : IMG T301
No. of page/s:03

Semester – VIII
Max. Marks : 100
Duration : 3 Hrs.

Note: 1) Mention Roll No. at the appropriate place in the question paper.
2) No student will leave the room until one hour from the commencement of examination.

Section A

Attempt all questions (maximum word limit -60 words). Each carries 5 marks. (4X5=20)

Q:1) The process of Acquiring, Employing, Developing, Appraising, Remunerating and Retaining People so that right type of people are available at right positions and at right time in the organization is known as..... (1 mark)

b. Enlist the operational and managerial functions of Human Resources Management and identify under which group of functions (operational or managerial) the above process will be included. (2+2 marks)

Q:2) What are the three steps in the Kurt Lewin's Change Management Model? Represent diagrammatically. (3+2 marks)

Q:3) For each of the description provided below, match the corresponding process or function: (1 mark each)

A. The process of checking actual performance against the agreed standard of plans with a view to ensuring adequate progress and satisfactory performance.	Motivation
B. The process of stimulating people to action, to accomplish desired goals	Control
C. The shared values, principles, traditions, and ways of doing things that influence the way organisational members act.	Organising
D. The process whereby one individual influences other group members toward the attainment of defined group or organizational goals.	Organisational Culture
E. The function by which the concern is able to define the role positions, the jobs related and the co-ordination between authority and responsibility	Leadership

Q:4) Differentiate between Strategic and Tactical Planning.

Or

Differentiate between Proactive and Reactive Change.

Section B

**Attempt all questions (maximum word limit - 200 words). Each carries 12 marks.
(5X12=60)**

1. **What is Grid OD? Explain in detail with the Leadership Grid diagram. (2+10 marks)**

Or/

Distinguish between the Autocratic, Democratic and Free- Rein Leadership styles.

2. **Explain the process of Management by Objectives.**

Or/

Explain the process of Motivation. What are the different types of motivation? Briefly mention the need hierarchy theory of motivation. (5+2+5 marks)

3. **Explain the process of Change Management.**

Or/

Define business. What are the various characteristics, objectives of a business organisation.

4. **You are Store Manager of UPIS Limited you have to decide whether to stock Brand A or Brand B.**

Condition:

1. Either brand can be stocked but not both.
2. If Brand A is stocked and it is a success. The manager can make Rs. 200/-, but if it is a failure, there can be a loss of Rs. 500/-.
3. If Brand B is stocked and it is a success, the manager can make Rs. 400/-, but if it is a failure, there can be a loss of Rs. 300/-.

Which brand should be stocked?

Or/

Explain the decision making process.

5. **Explain the process of setting up Organizational Culture.**

Or/

Discuss the limitations of Scientific School of Thought.

Section C

**Attempt all questions (maximum word limit - 500 words). Each question carries 10 marks.
(2X10=20)**

Please read the following examples carefully to answer the below mentioned questions:

Question 1) Identify the reason of sacking the employees with rational in the following example-

Example: 8 Jungle Cruise skippers fired for “veering from the company’s official script and telling their own jokes to park guests.” Official Disney statement: “We entertain our guests with quality family entertainment and put on performances every day. Our goal is to deliver a consistent quality show daily.”

Question 2) Explain the transactional and transformational leadership in the light of below example-

Example: “When Sam Pitroda made a call to his wife in India from a five-star hotel in Chicago ,the connectivity was very poor. He decided to fix it, and India’s telecom destiny changed forever. He aspired to meet with late Indira Gandhi, then Indian Prime Minister, but turned down a 10-minute appointment given to him. Instead he sought an hour, saying that he could not do much in 10 minutes.89 months later, he got the appointment. He flew in from Chicago and gave her a presentation, and in due course, this led to the formation of the Centre for Development of Telematics in 1984.Later as advisor to Rajiv Gandhi, Sam Pitroda headed six technology missions on telecom, water, literacy, immunization, dairy and oil seeds. Sam was founder and the first chairman of Telecom Commission. Sam holds around 100 key technology patents. Sam was also responsible for India’s Telecommunications revolution and has been WorldTel Chairman” (Example source: <http://www.engineering.careers360.com/indias-most-prominent-engineers>)