

Roll No: -----



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Supplementary Examination, December 2017

Program:	For all BBA	Semester –
Subject (Course):	Introduction to Management & Leadership	Max. Marks : 100
Course Code :		Duration : 3 Hrs
No. of page/s: 3		

SECTION – A

Answer the following multiple choice questions. Each one carries two marks. 10*2=20Marks

- _____ theory defines motivation in terms of needs satisfaction.
 - Alderfer's ERG
 - Herzberg's Two factor
 - Maslow's Needs
 - All the above
- Find the Odd man out
 - Planning
 - Organizing
 - Directing
 - Policy making
- Leaders usually have
 - Power
 - Followers
 - Authority
 - All the above
- _____ encourages more number of applicants.
 - Selection
 - Recruitment
 - Application Blank
 - All the above
- Organization and Management requires
 - Money
 - People
 - Both a & b
 - None of the above
- _____ is a small number of people with complementary skills with a common purpose.
 - Team
 - Committee
 - Group
 - All the above
- An individual who wants to buy a home in an expensive neighborhood with a low crime rate is satisfying which need?
 - Esteem
 - Physiological
 - Safety
 - Self-actualization

8. ____ leaders show dominance over others.
 - a. Democratic
 - b. Autocratic
 - c. Bureaucratic
 - d. all the above
9. _____ is a right to take action.
 - a. Power
 - b. Authority
 - c. Status
 - d. All the above
10. Control starts with _____.
 - a. Setting up of standards
 - b. Formulation of goals
 - c. Evaluation of Results
 - d. All the above

SECTION – B

Answer any **four** of the following questions. Each one carries four marks. $4 \times 5 = 20$ Marks

11. What is meant by Management? Differentiate it with Administration.
12. Briefly explain the contribution of F.W.Taylor to the field of management.
13. What are the five forces that determine competition in business?
14. Has diversity at the workplace added to more number of problems at the workplace? Why or Why not?
15. “Why do managers often describe people problems as their most frequent and challenging difficulties?”

SECTION – C

Answer any **three** of the following questions. Each one carries 10 marks. $3 \times 10 = 30$ Marks

16. Why do organizations should have ethical responsibility? If you are the manager, will you support or oppose ethics? Exemplify.
17. What are the various functions of an organization and management? How does a manager will carry these functions towards better and enriched management?
18. Describe how organizations use symbols and stories to communicate cultures, values and beliefs? Give some examples of how symbols and stories have been used for building culture in organizations with which you are familiar.
19. “The talent of leadership is inborn quality and it cannot be acquired or nurtured” Comment.
20. What is meant by Organizational Structure? Draw an organizational structure for School of Business, where you are pursuing your course.

SECTION – D CASE STUDY

Read of the following case study and answer the questions that follow:

Amnesty International (AI) refers to itself as “a worldwide movement of people who campaign for internationally recognized human rights.” Its primary mission is to take action that prevents and ends mental and physical abuses of people around the world. Since its inception in 1961, the organization has been putting pressure on Governments and other institutions to stop human rights abuses. In just 2004 alone, for example, AI has had a hand in ceasing hundreds of unlawful killings and acts of torture, and releasing from prison hundreds more holding unpopular political ideas. It brings pressure to bear on offending political regimes by writing letter, lobbying governmental organizations, and participating in events organized by such international organizations as the United Nations. Because most of AI’s support comes from donations, it relies on a network of volunteers to keep it going – some 8,000 people in 100 nations (ranging from doctors and lawyers to everyday labourers).

Keeping the legions of volunteers working hard is one of the major challenges AI faces. In the UK office of AI, located in London, where there are 100 paid staff members, Veronique Du Pont coordinates the work of 70 volunteers. Their commitment to the cause of human rights is a big motivator, she explains, but the work they do is less than glamorous. Working in the mailroom, updating the computer database, filing, and writing routine correspondence seems a far cry from getting a political dissident out of Colombia prison.

To keep the volunteers feeling the importance of the mundane work they do, Du Pont goes out of her way to point out how event this is by holding regular meetings for volunteers and having them attend the various workshops the office puts on. As Veronique points out, “Although volunteers are motivated by their involvement in the work, when they’re doing quite mundane tasks, they need to feel integrated in Amnesty’s projects. That means keeping volunteers informed and updated, and giving them access to information. Without a mutual respect between team members (voluntaries or not) we wouldn’t have happy volunteers.”

If you talk to any of AI’s London volunteers, it’s clear that Du Pont’s approach is working. Says Jamal, one of the volunteers. “I get a lot of satisfaction out of volunteering here. There are various events that help us to feel part of the organization.” Among these, he cites opportunity to attend various lectures about human rights and the work of the organization, as well as field trip to AI’s international headquarters.

Questions:

3*10 = 30 Marks

1. What specific things does AI do to motivate employees?
2. What special challenges do you believe are associated with motivating volunteers as opposed to paid employees?
3. Assume that the company in which you work, how could you put into practice the various tactics used by AI?