

**II B. Tech II Semester Regular Examinations, June/July - 2022**  
**MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**  
 (Common to ECE&PE)

Time: 3 hours

Max. Marks: 70

Answer any **FIVE** Questions each Question from each unit  
 All Questions carry **Equal** Marks

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**UNIT-I**

- 1 a) What are the principles of scientific management theory and explain them? [7M]  
 b) Discuss the Pros & Cons of social responsibilities of management. [7M]

**Or**

- 2 What is Departmentation and Decentralization and write about its importance for the management of business enterprise? [14M]

**UNIT-II**

- 3 a) Explain about Job Evaluation, Performance Appraisal, Manpower Planning and Grievance Handling. [7M]  
 b) Explain the elements of Market Mix with suitable example. [7M]

**Or**

- 4 a) Explain the concepts of HRM. [7M]  
 b) Explain the concepts of Marketing. [7M]

**UNIT-III**

- 5 a) Explain the importance of Goals and Objectives for a business with example. [14M]

**Or**

- 6 Explain about SWOT analysis for newly entered business in Indian Telecom Industry. [14M]

**UNIT-IV**

- 7 What is Perception and write about its nature and process of Perception? [14M]

**Or**

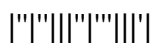
- 8 What is motivation? Explain about theories of Motivation. [14M]

**UNIT-V**

- 9 a) Explain about Group and its types. [7M]  
 b) What is Stress? What are the strategies to handle stress in business? [7M]

**Or**

- 10 Explain about organizational conflicts, types of conflicts and strategies for managing conflicts. [14M]



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**UNIT-I**

- 1 a) What is management? Explain about the functions of Management. [10M]  
 b) What is systems approach to Management? [4M]

**Or**

- 2 a) What are elements and tools of Scientific Management? [7M]  
 b) What is MBO and write about the process of MBO? [7M]

**UNIT-II**

- 3 What is Human Resource Management? Explain its significance in providing competitive advantage for an organization with an example. [14M]

**Or**

- 4 a) Write about the 7P's of Marketing with suitable examples. [7M]  
 b) Explain the concepts of wages, salary administration job evaluation and merit rating. Discuss its significance.

**UNIT-III**

- 5 a) What is environment scanning of a business? [7M]  
 b) Explain the concepts of bench marking and balanced score card. [7M]

**Or**

- 6 What are different steps in strategy formulation and implementation? Explain with suitable example. [14M]

**UNIT-IV**

- 7 What is learning and write about the nature and characteristics of learning and mention learning theories? [14M]

**Or**

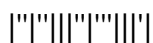
- 8 a) Explain about Douglas McGregor's theory X and theory Y? [7M]  
 b) Explain the concepts of change management and attitude formation process. [7M]

**UNIT-V**

- 9 Explain how interpersonal conflict occurs and give two examples of substantive conflict and two examples of emotional, interpersonal conflict. [14M]

**Or**

- 10 "A supermarket is functioning well because it has the right mix of cashiers, stockers, baggers, and shift managers on every shift. Their success is because of group composition". Make a comment stating the group dynamic concepts. [14M]



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**UNIT-I**

1 Explain about Fayol's principles of Management. [14M]

**Or**

2 a) What are modern trends in organization structure design? [7M]

b) Explain the features of scientific management in detail. [7M]

**UNIT-II**

3 Explain about the functions of Human Resource Managers in the organization. [14M]

**Or**

4 a) Explain about different methods of recruitment. [7M]

b) Write 4 P's of Marketing with suitable examples. [7M]

**UNIT-III**

5 a) What is organization policy and write its importance? [7M]

b) Explain about Porter's Generic Strategies. [7M]

**Or**

6 The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control. —Discuss. [14M]

**UNIT-IV**

7 What is Personality and write about the determinants of personality? [14M]

**Or**

8 a) Explain Herzberg's Two-Factor Theory of Motivation. [7M]

b) Explain the process of reinforcement motivation with example. [7M]

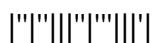
**UNIT-V**

9 a) What are the steps involved in measuring organizational culture? Explain. [7M]

b) What are the stages of group development? [7M]

**Or**

10 What is Organizational Conflict? Explain the Factors Influencing Organizational Conflict and explain the Types of Organizational Conflict. [14M]



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**UNIT-I**

- 1 a) Explain about the nature of Management. [7M]  
 b) Write about different types of leadership styles? [7M]

**Or**

- 2 a) Discuss the advantages and disadvantages of decentralization of authority. [7M]  
 b) What is MBO? Explain the concepts of MBO. [7M]

**UNIT-II**

- 3 a) Explain the types of performance appraisal methods. [7M]  
 b) Explain about STP in marketing with suitable examples. [7M]

**Or**

- 4 a) Explain the various components of wages. [7M]  
 b) Define Market and Marketing. Explain the features of Marketing. [7M]

**UNIT-III**

- 5 Explain value chain analysis concept with example of McDonald. [14M]

**Or**

- 6 Explain how Bench Marking and Balanced Score Card will in designing contemporary business strategies. [14M]

**UNIT-IV**

- 7 a) What is personality? Discuss how personality development can happen. [7M]  
 b) Explain the importance of learning organization in today's dynamic environment. [7M]

**Or**

- 8 a) Explain Maslow's theory of Human Needs. [7M]  
 b) Define Attitude. Explain the Attitude formation process. [7M]

**UNIT-V**

- 9 a) Explain about the various types of organization culture. [7M]  
 b) What are the causes and effects of stress? [7M]

**Or**

- 10 a) Explain about the organization conflicts and strategies for managing conflicts. [7M]  
 b) What is organization climate and organization culture? [7M]