

Reg. No:

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

MBA I Year I Semester Regular Examinations Jan-2020
MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Time: 3 hours

Max. Marks: 60

SECTION-A(Answer all Five Units **5 x 10 = 50** Marks)**UNIT-I**

1 What is management? Discuss its main characteristics and significance. **10M**

OR

2 Explain Henry Fayol's administrative school. **10M**

UNIT-II

3 Discuss different types of plans with examples **10M**

OR

4 Define controlling? Write a note on importance of controlling. **10M**

UNIT-III

5 What is learning? Discuss various learning theories. **10M**

OR

6 What is a Group? Explain the Benefits of Groups **10M**

UNIT-IV

7 Define the concept of motivation? Explain its key drives. **10M**

OR

8 Explain the concepts and themes of Herzberg motivational theory. **10M**

UNIT-V

9 What is Organizational Culture? Explain its climate and Development. **10M**

OR

10 What is Conflict Management? Explain its sources in an organization. **10M**

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks**CASE STUDY:**

Ajay had inherited the business 3 years ago when his father Vijayendra passed away. The business was started by his father 4 decades ago. It grew to be a mid-sized corporation. Although Ajay grew up in the family business, he never understood his father's approach. His father had treated employees as part of the family. He paid them well and asked their advice often and spent more time listening to their ideas & complaints. When Ajay took over he wanted to change things. He wanted to treat employees as hired help only. He increased production quotas by 20%. He closed the playground area to expand his plant further. He had plans to cut further pay increases. He stopped asking people for their advice. He expected his strategy to result in higher profit. But it was not happening. Payroll costs were lower but personnel costs were up. Training costs had gone up and many employees left the organization. In desperation Ajay hired consultants who after understanding the history of the organization advised Ajay to go back to the "Humanistic touch" approach.

Questions:

- (i) How successful do you think Ajay's new plan will be?
- (ii) What challenges does Ajay face?

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