



UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Principles of Management (SS)
Course Code: IT-302 Part-I (Compulsory)

MAX. TIME: 15 Min.
MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q1. Choose the correct Answer.

(10x1=10)

1) Bureaucracy is considered most efficient system because

A: It insists in rules

B: It prescribes informal relationships

C: It emphasizes on human elements in the organization

D: It provides more freedom to action

2) Set of the attitudes, experiences, beliefs and values of an organization is called organization's -----.

A: Strength

B: Environment

C: Culture

D: Resources

3) Which of the following is NOT an assumption of Theory X:

A: People do not like to work

B: Work is a natural part of their lives

C: People avoid responsibility

D: Managers have to control and coerce employees

4) Which element of structure refers to the continuous line of authority that extends from the highest organizational levels to the lowest and clarifies who reports to whom?

A: Work Specialization

B: Span of Control

C: Centralization

D: Unity of Command

5) ----- means only one company became history which is the acquired company while the acquiring company remains.

A: Joint Venture

B: Merger

C: Acquisition

D: Both A and B

6) According to Mintzberg, which of the following is true of senior managers?

A: They rely heavily on formal information systems.

B: They practise a science and a profession.

C: They spend little time on systematic planning.

D: They have few regular duties to perform.

7) When a firm's engineers break down a competitor's product to learn about new technical innovations, they are engaging in -----.

A: Espionage

B: Reverse engineering

C: Reengineering

D: Illegal activities

8) In Wealth of Nations, Adam Smith described the breakdown of jobs into narrow and repetitive tasks and called this -----.

A: Assembly lines

B: Lowest common factor of work

C: Highest common factor of work

D: Division of labour

9) Organizations that have developed the capacity to continuously adapt and change because their members take an active role in indentifying and resolving work-related issues are called ----- organizations.

A: Learning

B: Visionary

C: Community

D: Interdependent

10) If United Airlines merged with Northwest Airlines, this would be an example of what kind of grand growth strategy?

A: Acquisition

B: Vertical integration

C: Horizontal integration

D: Expansion



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Roll No.

PAPER: Principles of Management (SS)
Course Code: IT-302 Part – II

MAX. TIME: 2 Hrs. 45 Min.
MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q2. Give Short Answers.

(10x2=20)

1. Point out the distinctive contribution of Taylor to the theory of management. Why is he regarded as the father of Scientific Management?
2. Briefly explain the factors determining the degree of decentralization of authority?
3. What are the different levels of management in an organization? Explain with an example?
4. What is the importance of 'Management by objectives' to industry? Explain.
5. Distinguish between the terms "strategy" and "Policy". Can an organization be successful without effective strategies?
6. What are the three steps in the control process? Explain.
7. Define SWOT Analysis in detail?
8. What do you understand by effective organizing? Explain.
9. How efficiency and effectiveness vary from each other, explain with examples?
10. Differentiate between:
 - a. Specific plans and Directional plans
 - b. Job Description and Job Specification

Q3. Give Answers of the following Questions.

(3x10=30)

1. What is departmentation? What are the different bases of departmentation? Explain.
2. Differentiate between planning and controlling process. Mention four advantages and four limitations of planning?
3. Differentiate between transactional and transformational leaders. Do you think that most managers in real life use a contingency approach to increase their leadership effectiveness? Explain.