


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2024

Course: Principles and Practices of Management
Semester: I
Program: BBA B. Com_All **Time: 03 hrs**
Course Code: HRES 1003 **Max. Marks: 100**

SECTION A
10Qx2M=20Marks

Instruction: Read all the questions carefully and attempt all of them

S. No.	Question	Marks	CO
1	According to Mintzberg’s managerial roles, the _____ role focuses on the manager’s responsibility to share information with others in the company.	[2]	CO1
2	_____ planning involves establishing long-term goals and determining the best way to achieve them.	[2]	CO1
3	Management by Objectives (MBO) is primarily focused on _____ and aligning individual goals with company objectives.	[2]	CO1
4	The primary advantage of group decision-making is _____.	[2]	CO1
5	The _____ organizational structure is characterized by the direct relationship between different functions and departments.	[2]	CO1
6	The division of labor in an organization aims to improve _____.	[2]	CO1
7	Human Resource Planning (HRP) primarily ensures _____ levels to meet organizational objectives.	[2]	CO1
8	_____ Theory suggests that leaders are born, not made.	[2]	CO1
9	A skill essential for managers working in international environments is _____.	[2]	CO1
10	The process of setting objectives and determining how to accomplish them is called _____.	[2]	CO1

SECTION B**4Qx5M= 20 Marks**

Q11	Describe the differences between Management as a Science and Management as an Art with examples.	[5]	CO2
Q12	Explain the four decision-making styles (rational, avoidant, intuitive, dependent). Give an example of a situation where an intuitive decision-making style would work best.	[5]	CO2
Q13	Who is known as the "Father of Scientific Management," and what was his primary contribution to the field of management?	[5]	CO2
Q14	Compare the classical and behavioral approaches in the evolution of management thought. Analyze how each approach contributes to modern management practices.	[5]	CO2

SECTION-C**3Qx10M=30 Marks**

Q15	Assess the impact of cultural dimensions on international business management practices. Design a cultural adaptation strategy for a manager relocating to lead a team in a country with vastly different cultural norms.	[10]	CO3
Q16	Critique the transformational and transactional leadership styles by comparing their effectiveness in achieving employee motivation and morale. Propose an ideal leadership style for a start-up environment, supporting with reasons.	[10]	CO3
Q17	Analyze the suitability of different organizational structures (e.g., matrix, virtual) for a global company entering a new market. Suggest the most suitable organizational structure that could accommodate international expansion.	[10]	CO3

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SECTION-D

2Qx15M= 30 Marks

Digital Transformational Change at TATA Motors

The Indian government has set an ambitious target to electrify 30% of the country's vehicle fleet by 2030, as part of its National Electric Mobility Mission Plan (NEMMP). As of 2023, electric vehicles accounted for around 2% of new vehicle sales in India, with this number expected to increase due to incentives, improved infrastructure, and growing environmental awareness among consumers.

TATA Motors, a leader in the Indian automotive sector, has been facing stiff competition from both domestic and international players in recent years. The shift towards electric vehicles (EVs) and the digital transformation of automotive technology has pressured TATA Motors to adapt quickly. The company has invested in an EV line and aims to integrate AI-driven features like predictive maintenance and smart connectivity into its models. However, TATA Motors is concerned about customer acceptance, the cost of technology, and its alignment with the company's long-standing values of affordability and accessibility.

Questions:

Q-18

Critically Analyze the challenges TATA Motors might face in keeping its affordable, value-driven approach while adding expensive, AI-based features to its vehicles. Highlight the implication of different types of planning, that could help TATA Motors manage costs and make its new features more appealing to customers.

[15]

CO4

Q-19

Analyze and compare the different styles of decision-making that might support the TATA motors initiative. Suggest a suitable technique of decision-making that the TATA can use to achieve project objectives, supported with examples.

[15]

CO4