



FUNDAMENTALS OF MANAGEMENT FOR ENGINEERS(CS601OE)

COURSE PLANNER

I. COURSE OVERVIEW:

This course address the concept of present science of the practice of fundamentals of management which comprising partially all the modern developments which occurs in basic purpose. In this mainly the units are taken as understand the management concepts which covers the total area which need for basic concepts of management. In this we can know about applications of concepts in practical aspects of business, applications, and managerial skills. By this fundamental of management for engineers we can know about significance and various management functions of organization.

PREREQUISITE(S):

Level	Credits	Periods	Prerequisite
UG	3	3	Basic concepts, basic objectives of management, function of management, levels of management. Scope and nature of management.

COURSEOBJECTIVES:

The course should enable the students to:

Understand the management concepts
Applications of concepts in practical aspects of business
Development of managerial skills for engineers
Organizations develop and maintain competitive advantage
Business decisions are made using various tools and techniques to remain competitive
Different areas of the business (i.e., Manufacturing/Service, Marketing, Finance and Human Resource Management) support the vision and mission.
Managers manage business organizations in the dynamic global environment



II. COURSEOUTCOMES:

Students, who complete the course, will have demonstrated the ability to do the following:

Course Outcomes	Description	Bloom's Taxonomy Levels	Program Outcomes, Program Specific Outcomes
CO1	Understand the significance of management in particular profession	L3: Applying	PO1,PO2,PO3,PSO1, PSO3
CO2	Understand the various management functions	L2:Understand, L4: Analyzing	PO2,PO3,PO4,PO6, PSO1.
CO3	The students can explore the management practices in their domain area	Understand, applying	PO1,PO2,PO3,PSO1, PSO3
CO4	Understand the management concepts	L3: Applying	PO1,PO2,PO3,PSO1, PSO3
CO5	Analyze the concepts of management	L2:Understand, L4: Analyzing	PO1,PO2,PO3,PSO1, PSO3
CO6	Applications of concepts in practical aspects	Understand, applying	PO1,PO2,PO3,PSO1, PSO3

III. HOW PROGRAM OUTCOMES AREASSESSED:

Program outcomes		Level	Proficiency assessed by
PO1	Engineering knowledge: To Apply the knowledge of mathematics, science, engineeringfundamentals/principals, and civil engineering to the solution of complex engineering problems encountered in modern engineering practice.	1	Assignments
PO2	Problem analysis: Ability to Identify, formulate, review research literature,andanalyzecomplexengineeringproblemsrelatedtoCivil Engineering andreaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.	2.5	Exercise, Exams
PO3	Design/development of solutions: Design solutions for complex engineeringproblemsrelatedtoCivilEngineeringanddesignsystem components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmentalconsiderations.	3	Exercise



PO4	Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.	1	Discussion, Seminars
PO5	Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.	-	Discussion, Seminars
PO6	The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the Civil Engineering professional engineering practice.	1	Discussions
PO7	Environment and sustainability: Understand the impact of the Civil Engineering professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.	-	-----
PO8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.	-	-----
PO9	Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.	-	-----
PO10	Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.	-	-----
PO11	Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.	-	-----
PO12	Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.	-	Prototype, Discussions



IV. HOW PROGRAM SPECIFIC OUTCOMES ARE ASSESSED:

Program outcomes		Level	Proficiency assessed by
PSO 1	ENGINEERING KNOWLEDGE: Graduates will be able to apply technical knowledge in drawing, analysis, design, laboratory investigations and construction aspects of civil engineering	2.5	Lectures and Assignments
	infrastructure, along with good basics in mathematics, basic sciences and technical communication.		
PSO 2	BROADNESS AND DIVERSITY: Graduates will be able to summarize and can demonstrate about societal, economical, environmental, health and safety factors involved in infrastructural development, and shall work within multidisciplinary teams with competence in modern tool usage.	-	Tutorials
PSO 3	SELF-LEARNING AND SERVICE: Graduates will be able to pursue lifelong learning and professional development to face the challenging and emerging needs of our society, ethically and responsibly.	1	Seminars and Projects

0-None

2 -Supportive

3 – Highly Related

V. SYLLABUS:

UNIT - I

Introduction to Management: Evolution of Management, Nature & Scope-Functions of Management- Role of Manager-levels of Management-Managerial Skills - Challenges-Planning-Planning Process-Types of Plans-MBO

UNIT - II

Organization Structure & HRM: Organization Design-Organizational Structure-Departmentation– Delegation-Centralization - Decentralization-Recentralization-Organizational Culture- Organizational climate- Organizational change

Human Resource Management-HR Planning - Recruitment & Selection - Training & Development- Performance appraisal - Job satisfaction-Stress Management Practices

UNIT - III

Operation Management: Introduction to Operations Management-Principles and Types of Plant Layout-Methods of production (Job Batch and Mass production) - Method study and Work Measurement-Quality Management - TQM-Six sigma - Deming's Contribution to Quality - Inventory



Management – EOQ - ABC Analysis - JIT System-Business Process Re-engineering (BPR)

UNIT - IV

Marketing Management: Introduction to Marketing-Functions of Marketing-Marketing vs. Selling-Marketing Mix - Marketing Strategies - Product Life Cycle - Market Segmentation -Types of Marketing - Direct Marketing-Network Marketing - Digital Marketing-Channels of Distribution - Supply Chain Management (SCM)

UNIT - V

Project Management: Introduction to Project Management-steps in Project Management - Project Planning - Project Life Cycle-Network Analysis-Program Evaluation & Review Technique (PERT)- Critical Path Method (CPM) - Project Cost Analysis - Project Crashing - Project Information Systems

TEXT BOOKS:

1. Management Essentials, Andrew DuBrin, 9e, Cengage Learning, 2012.
2. Fundamentals of Management, Stephen P.Robbins, Pearson Education, 2009.
3. Essentials of Management, Koontz Kleihrich, Tata Mc - Graw Hill.
4. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013.
5. Industrial Engineering and Management: Including Production Management, T.R.Banga, S.C

VI. COURSE PLAN:

Lecture No.	Unit No.	Topics to be covered	Link for PPT	Link for PDF	Course learning outcomes	Teaching Methodology	Reference
1	1	Overview of the course. It's objectives and it's outcomes	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcYVIAyrOjoJ	Know about Management	PPT & Seminar	T2, T3
2		UNIT - 1 : Introduction to Fundamentals of Management Engineers : Definition of FOM and Introduction , Evolution of Management	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcYVIAyrOjoJ	Recall about Management	PPT & Seminar	T4, T5
3		Nature & Scope -Functions of Management	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcYVIAyrOjoJ	What are the Levels of Management	PPT & Seminar	T1, T2



4		Role of Manager	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Summarize Managerial Skills	PPT & Seminar	T2, T3
5		Leves of Management	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Analyze Challenges of Management	PPT & Seminar	T4, T5
6		Managerial Skills	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Elaborate Management	PPT & Seminar	T1, T2
7		Challenges-Planning-Planning Process	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Classify Approaches of Management	PPT & Seminar	T2, T3
8		Types of Plans -MBO	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Classify Approaches of Management	PPT & Seminar	T4, T5
9	2	UNIT - 2 :Organisations Designs- Organizaional Structure	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Classify Approaches of Management	PPT & Seminar	T1, T2
10		Departmentation- Delegation	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Know about Management	PPT & Seminar	T2, T3
11		Centralization-Dececentralization- Recentralization	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Plan for Decision Making	PPT & Seminar	T4, T5
12		Organizational Cutlure- Organizational Climate - Organizational Change	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ			T1, T2



13		Human Resource Management- Human Resource Planning	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj			T2, T3
14		Student Presentation - 1					T4, T5
15		UNIT- 2 :Typical Embedded System (Block Diagram approach)	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj	Determine Planning Process	PPT & Seminar	T1, T2
16		Recruitment & Selection	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj	Design Planning Process	PPT & Seminar	T2, T3
17		Training & Development	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj	Develop MBO	PPT & Seminar	T4, T5
18		Performance Appraisal	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj	Construct Business Strategy	PPT & Seminar	T1, T2
19		Job Satisfaction- Stress Management Practices	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj	Types Programmed and Non Programmed Decisions	PPT & Seminar	T2, T3
20		Mock-1	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj	Organize HRM	PPT & Seminar	T4, T5
21	3	UNIT - 3 :Introduction to Operations Management and its Principles	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj	operations management and its principles	PPT & Seminar	T1, T2
22		Types of Plant Layouts	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAyRQoj		PPT & Seminar	T2, T3



23		Methods of Production (Job,Batch , Mass)	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Types of Plant Layouts	PPT & Seminar	T4, T5
24		Method Study-Work Measurement	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Methods of Production (Job,Batch , Mass)	PPT & Seminar	T1, T2
25		Total Quality Management-Six Sigma	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Method Study-Work Measurement	PPT & Seminar	T2, T3
26		Deming's Contribution to Quality ,Inventory Management	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Total Quality Management -Six Sigma	PPT & Seminar	T4, T5
27		Economic Order Quantity	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Deming's Contribution to Quality ,Inventory Management	PPT & Seminar	T1, T2
28		ABC Analysis	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Economic Order Quantity		T2, T3
29		JIT System	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	ABC Analysis	PPT & Seminar	T4, T5
30		Business Process Re-Engineering	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	JIT System	PPT & Seminar	T1, T2
31	4	Unit:4 Introduction to Marketing , Functions of Marketing	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Business Process Re-Engineering	PPT & Seminar	T2, T3



32		Marketing Vs Selling ,Marketing Mix	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Marketing Vs Selling ,Marketing Mix	PPT & Seminar	T4, T5
33		Student Presentation - 2					T1, T2
34		Marketing Strategies,Product Life Cycle	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Marketing Strategies,Product Life Cycle	PPT & Seminar	T1, T2
35		Types of Marketing(Direct,Network ,Digital)	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Types of Marketing(Direct,Network ,Digital)	PPT & Seminar	T2, T3
36		Channels of Distribution	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Channels of Distribution	PPT & Seminar	T4, T5
37		Supply Chain Management	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Supply Chain Management	PPT & Seminar	T1, T2
38		Student Presentation - 3			Understand about Introduction to Project Management and Steps	PPT & Seminar	T1, T2
39		UNIT - 5 : Introduction to Project Management and Steps	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Project Planning & Project Life Cycle	PPT & Seminar	T2, T3
40	5	Project Planning & Project Life Cycle	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Network Analysis	PPT & Seminar	T4, T5



41		Network Analysis	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Network Analysis	PPT & Seminar	T1, T2
42		Mock test - 2			PERT Technique	PPT & Seminar	T1, T2
43		PERT Technique	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	CPM Technique	PPT & Seminar	T2, T3
44		CPM Technique	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Project Cost Analysis, Project Crashing	PPT & Seminar	T4, T5
45		Project Cost Analysis, Project Crashing	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	Project Information System	PPT & Seminar	T1, T2
46		Project Information System	https://drive.google.com/drive/u/0/folders/1h6HyjKs6asP2FZw3zKLAYFKM2neelhsN	https://drive.google.com/drive/u/0/folders/1FvDhya5oS-wDIRUw6YO5qcyVIAYrOjoJ	understand information system	PPT & Seminar	T2, T3
47		Student Presentation - 4		-		PPT & Seminar	T4, T5
48		Student Presentation - 5		-		PPT & Seminar	T1, T2
49		Revision -Part 1		-		PPT & Seminar	T1, T2
50		Revision -Part 2					



IX. QUESTION BANK:(JNTUH)

DESCRIPTIVE QUESTIONS: (WITH BLOOMS PHRASES)

UNIT-I

Short Answer Questions

S.No.	Question	Blooms Taxonomy Level	Course Outcome
1	Define Management	Remember	1
2	What are the functions of management	Remember	2
3	What are the levels of management	Remember	2
4	What are the different skills of manager	Remember	2
5	Distinguish between Administration and Management	Remember	2
6	What are the different theories of management	Remember	2
7	Explain a short note on Management	Understand	2
8	Write a short note on Classical Approach	Remember	1

Long Answer Questions

S.No.	Question	Blooms Taxonomy Level	Course Outcome
1	Explain in detail, Henry Fayol's contribution to management thought .To what Extent these principles are relevant in today's context? Answer with proper justification to your guidance to your argument	Remember	2
2	What do you mean by contingency theory of management what are its implications and relevance? Also state how does this approach differs from systems approach	Remember	2
3	Compare and contrast between behavioral theory and contingency theory.	Remember	2
4	Explain a short note on the following a) System theory b) Administrative theory	Remember	2



	c) Classical theory		
5	What are the approaches to management?	Remember	2
6	Discuss about vroom's participative decision model.	Remember	3
7	Explain the scientific management and its principles	Understand	2
8	Explain the role and importance of management in the present society	Remember	2
9	Define the management .describe the functions of a manager	Remember	2
10	What are the contributions of Henry Fayal towards explain its principles	Remember	2

UNIT-2

Short Answer Questions

S. No.	Questions	Blooms Taxonomy Level	Course Outcome
1	Explain Time management?	Remember	6
2	Discuss the Relationship between the Authority, Power and Influence?	Remember	7
3	Define Organization What Are The Principles Of Organization	Remember	2
4	Compare and Contrast Centralization with Decentralization?	Remember	7
5	What Is Span Of Control?	Remember	5
6	What Is Line And Staff Relationships	Remember	4
7	What Are The Sources Of Recruitment And Selection? What Should Be The Features Of A Sound Promotion Policy	Understand	4
8	Explain Staffing?	Remember	8
9	What Do You Mean By Performance Appraisal? Discuss Its Needs And Importance In An Organization?	Remember	8
10	What Is Meant By Job Analysis,Job Evaluation?	Remember	4



Long Answer Questions

S.No.	Question	Blooms Taxonomy Level	Course Outcome
1	Explain the Principles And steps That Constitute The Organization Process	Remember	4
2	Explain The Various Differences Between The Concept Of Centralization And Decentralization	Remember	7
3	What Are The Basis For Departmentation In A Business Organizations State Also The Difficulties Of Delegation?	Remember	5
4	What Is Span Of Management? What Are The Factors That Decide The Span Of Management?	Remember	6
5	Compare Line And Staff And Functional Organizational Structure?	Remember	4
6	What are the Steps In Recruitment And Selection. What Should Be The Features Of A Sound Promotion Policy?	Remember	4
7	Explain the Requisites Of An Effective Performance Appraisals'	Understand	8
8	What Are The Different Methods Of Training?	Remember	5
9	Explain About Different Techniques Of Interviews?	Remember	5
10	Define Organization And Explain About Its Various Structures Of Organization?	Remember	4

UNIT-3

Short Answer Questions

S. No.	Questions	Blooms Taxonomy Level	Course Outcome
1	Write a brief note on Economic Order Quantity	Remember	6
2	Define Just in Time (JIT). Explain basic elements of JIT	Remember	7
3	Define Operations Management.	Remember	2
4	Define quality, quality management and discuss dimensions of quality	Remember	7
5	Define business process re-engineering	Remember	5
6	Explain Deming's contribution to quality?	Remember	4
7	Explain the concept of TQM?	Understand	4
8	Explain the principles of operations management?	Remember	8
9	Define six sigma	Remember	8



10	Define method study and work measurement	Remember	4
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Long Answer Questions

S. No.	Questions	Blooms Taxonomy Level	Course Outcome
1	Explain product and process layout in detail with its advantages and disadvantages	Remember	6
2	Explain types of layout with examples	Remember	7
3	Explain the ABC analysis technique of Inventory Control	Remember	2
4	Discuss concept of Inventory Management. Explain concept of dependent demand and Independent demand.	Remember	7
5	Explain batch production and mass production along with its advantages and disadvantages.	Remember	5
6	Discuss various activities involved in Production and operations management.	Remember	4
7	Explain concept of material handling and Discuss Various material handling Equipments of inventory management	Understand	4
8	Explain in detail Elements of Production planning and control	Remember	8
9	Explain the difference between job, mass, batch production	Remember	8
10	What is production management? What is operations management? Bring out the differences between the two?	Remember	4

UNIT-4

Short Answer Questions

S. No.	Questions	Blooms Taxonomy Level	Course Outcome
1	Define marketing mix	Remember	6
2	Difference between selling and marketing mix	Remember	7
3	Explain factions of marketing	Remember	2
4	Brief out the types of marketing	Remember	7
5	Explain channels of distribution	Remember	5
6	Define marketing? With real example	Remember	4
7	Explain network marketing	Understand	4
8	Difference between direct marketing and digital marketing	Remember	8
9	Explain marketing vs. selling	Remember	8



10	Define marketing strategies	Remember	4
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Long Answer Questions

S. No.	Questions	Blooms Taxonomy Level	Course Outcome
1	Explain the product life cycle(PLC)with real example	Remember	6
2	Explain different types of marketing	Remember	7
3	Explain the concept of supply chain management in the marketing management	Remember	2
4	Differentiate between channels of distribution and supply chain management	Remember	7
5	Write the advantages of digital marketing	Remember	5
6	Explain all different kinds of marketing strategies	Remember	4
7	Define marketing?explain types of market segmentation to cater the customer needs?	Understand	4
8	Explain the functions of marketing in and its importance	Remember	8
9	Diffrencaite between direct,network,digital marketing	Remember	8
10	Explain supply chain managemet and its importance	Remember	4

UNIT-5

Short Answer Questions

S. No.	Questions	Blooms Taxonomy Level	Course Outcome
1	Define project management	Remember	6
2	Difference critical path method	Remember	7
3	Define PERT model	Remember	2
4	Explain project information system	Remember	7
5	Difference between project life cycle and product life cycle	Remember	5
6	Differentiate between PERT&CPM	Remember	4
7	explain advantages of project planning	Understand	4
8	What project cost analysis	Remember	8
9	Define project crashing	Remember	8
10	Explain steps in project management ?	Remember	4



Long Answer Questions

S. No.	Questions	Blooms Taxonomy Level	Course Outcome
1	Define project management? explain steps in project management	Remember	6
2	Write any four phases of Project Management	Remember	7
3	Explain Project Management Life Cycle and the various phases in a Project Life Cycle.	Remember	2
4	Explain the concept of PERT	Remember	7
5	Write a detailed note on the various steps involved in Project Formulation	Remember	5
6	project Management Framework, Project Manager Role and Agile Practice	Remember	4
7	Project Schedule Management and Project Cost Management	Understand	4
8	Write a detailed note Project Management.	Remember	8
9	State the importance of Project Management.	Remember	8
10	Discuss the role of Project Manager	Remember	4

X. OBJECTIVE QUESTIONS: JNTUH

UNIT I

- Management exists at the ____ level of the organization.
A. Lower B. Middle C. Top D. **All of the above**
- Management is
A. an art B. a science C. **both an art and a science** D. none of the above
- In what order do managers typically perform the managerial functions?
A. organising, planning, controlling, leading
B. planning, organising, leading, controlling
C. **planning, organising, controlling, leading**
D. organising, leading, planning, controlling
- Coordinating people and human resources to accomplish organizational goals is the process of
A. directing B. planning C. **leadership** D. management
- Which of the following is not a principle by Henry Fayol?
A. **Harmony not discord** B. Division of work C. Unity of command D. Discipline
- Which one of the following is not one of Drucker's five guiding principles of management?
A. Making people's strengths effective and their weaknesses irrelevant.
B. Integrating people in a common venture by thinking through, setting and exemplifying the organisational objectives, values and goals.



- C. To operate the organisation's status system. D. Enhancing the ability of people to contribute.
7. Planning, organizing, directing and controlling are the:
- A. goals of management. B. **functions of management.** C. results of management. D.all of the above.
8. Which one is not a recognised key skill of management?
- A. Conceptual skills B.Human skills C.Technical skills D.**Writing skills**
9. Which of the following would be included in the "controlling function"?
- A. Explaining routines B. **Measuring results against corporate objectives.**
- C.giving assignments. D.setting standards.
10. Supervisory management spends most of his/her time on
- A. planning and organizing B. planning and controlling C. organizing and controlling
- B. **directing and controlling**

UNIT II

- Q1. Human Resource departments are_____
- (a) line departments (b) authority department (c) service department (d) functional department
- Q2. What is human factor?
- (a) Micro and macro issues of socio-economic factor.
- (b) Interrelated Physiological, Psychological and Socio-ethical aspects of human being.
- (c) The entire concept of human behaviour
- (d) None of the above.
- Q3. Job Analysis is a systematic procedure for securing and reporting information defining a _____.
- (a) specific job (b) specific product (c) specific service (d) all of these
- Q4. What are the factors responsible for the growth of HRM?
- (a) Development of scientific management and awakened sense of social responsibility.
- (b) The problem of how the available human resource could effectively minimise the cost and maximise the production.
- (c) Technical factors, awakening amongst workers, attitude of the government, cultural and social system. (d) All the above.
- Q5. Which among the followings describe the skills that are available within the company?
- (a) Human Resource inventory (b) HRIS (c) Skills inventory (d) Management inventories
- Q6. Who has defined personnel management as a field of management which has to do with planning and controlling various operative functions of procuring, developing, maintaining and utilising labour force?



(a) Harold Koontz (b) Glueck (c) Michael Jucius (d) Flippo

Q7. Resources and capabilities that serve as a source of competitive advantage for a firm over its rivals are called _____.

(a) core competency (b) core competence (c) competitive advantage (d) competency

Q8. Human Resource planning is compulsory for _____.

(a) effective employee development programme

(b) base for recruitment

(c) base for selection policy

(d) all of these

Q9. Job analysis, HR planning, recruitment, selection, placement, inductions and internal mobility are few important functions which come under the heading of _____ of HRM.

(a) integration function (b) development (c) maintenance (d) procurement function

Q10. Directing is one of the important functions of HRM which comes under _____.

(a) managerial function (b) operative function (c) technical function (d) behavioral function

UNIT III

Production and Operations Management

1. Which of the following is (are) important consideration(s) concerning activity times?

A. Activity time should be obtained from the person responsible for the completion of an activity

B. Activity time must be independent of any influence which the preceding or succeeding activity may have on it.

C. Activity time may assume that just the normal quantity of resources required to carry out the activity are available. D. All of the above

2. Objective of Work Study is to improve -----

A. Cycle time B. Productivity C. Production D. All of the above

3. The following is not a major contributor in the development of Control Charts and Sampling plan

A. F H Dodge B. H G Roming C. Walter Schewhart D. J M Juran

4. Organizational models are

A. multinational model B. international model C. global organizational model D. All of the above

5. The _____ is the defect level for which lots are regarded as bad lots.

A. Acceptable quality level B. Consumer's risk C. Producer's risk D. Lot Tolerance Percentage Defective

6. What are the advantages of templates over diagrams?

A. Can be conveniently moved on the graph paper B. Less laborious C. Saves time D. All of the above



7. Attack strategies are

- A. Frontal attack B. Flank attack C. Encirclement attack D. All of the above

8. Which of the following are assignable cause?

- A. Large variations in hardness of material B. Tool wear C. Errors in setting D. All of the above

9. Which of the following are activities of corrective maintenance?

- A. Overhauling B. Emergency repairs C. Modifications and improvements D. All of the above

10. Limitations of Traditional cost accounting are

- A. Assumes factory as an isolated entity B. It measures only the cost of producing C. both (A) and (B)
D. none of the above

UNIT IV

1. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm
B. Marketing managers usually don't get involved in production or distribution decisions
C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

View answer

2. Which of the following is NOT an element of the marketing mix?

- A. Distribution B. Product C. Target market D. Pricing

3. Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because

- A. The competitors may be violating the law and can be reported to the authorities
B. The actions of competitors may threaten the monopoly position of the firm in its industry
C. The actions of competitors may create an oligopoly within an industry
D. New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix

4. Political campaigns are generally examples of---

- A. Cause marketing B. Organization marketing C. Event marketing D. Person marketing

5. _____ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.



A. Environmental scanning B. Stakeholder analysis C. Market sampling D. Opportunity analysis

6. Which of the following is typically NOT a result of recognizing the importance of ethnic groups by marketers?

- A. Use of an undifferentiated one-size-fits-all marketing strategy
- B. Different pricing strategies for different groups
- C. Variations in product offerings to suit the wants of a particular group
- D. Study of ethnic buying habits to isolate market segments

7. Strategic marketing planning establishes the---

- A. Resource base provided by the firm's strategy
- B. Economic impact of additional sales
- C. Tactical plans that must be implemented by the entire organization
- D. Basis for any marketing strategy

8. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited

- A. Niche
- B. Hold
- C. Harvest
- D. Divest

9. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

- A. Innovative marketing B. Consumer-oriented marketing C. Value marketing D. Societal marketing

10. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?

- A. Optional-product pricing B. Captive-product pricing C. By-product pricing D. Product line pricing

UNIT V

1-A ____ is a set of activities which are networked in an order and aimed towards achieving the goals of a project.

- (A) Project (B) Process (C) Project management (D) Project cycle

2-Resources refers to

- (A) Manpower (B) Machinery (C) Materials (D) All of the above

3-Developing a technology is an example of

- (A) Process (B) Project (C) Scope (D) All of the above



4-The project life cycle consists of

- (A) Understanding the scope of the project (B) Objectives of the project (C) Formulation and planning various activities (D) All of the above

5-Following is(are) the responsibility(ies) of the project manager.

- (A) Budgeting and cost control (B) Allocating resources (C) Tracking project expenditure
(D) All of the above

6-Following are the phases of Project Management Life Cycle. Arrange them in correct order

Design, 2. Marketing, 3. Analysis and evaluation, 4. Inspection, testing and delivery

- (A) 3-2-1-4 (B) 1-2-3-4 (C) 2-3-1-4 (D) 4-3-2-1

7-Design phase consist of

- (A) Input received (B) Output received (C) Both (A) and (B) (D) None of the above

8-Project performance consists of

- (A) Time (B) Cost (C) Quality (D) All of the above

9-Five dimensions that must be managed on a project

(A) Constraint, Quality, Cost, Schedule, Staff

(B) Features, Quality, Cost, Schedule, Staff

(C) Features, priority, Cost, Schedule, Staff

(D) Features, Quality, Cost, Schedule, customer

10-Resource requirement in project becomes constant while the project is in its _____ progress stage.

- (A) 40 to 55% (B) 55 to 70% (C) 70 to 80% (D) 80 to 95