

II B. Tech II Semester Supplementary Examinations, December - 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

UNIT-I

- 1 a) Define management and explain importance of management. [7M]
b) Describe the scientific management theory. [7M]

Or

- 2 a) What are the social responsibilities of management? Explain. [7M]
b) Explain the characteristics of good organization structure. [7M]

UNIT-II

- 3 a) Discuss about training and development. [7M]
b) What do you mean by marketing strategy? [7M]

Or

- 4 a) Explain the nature and importance of HRM. [7M]
b) Describe the objectives of marketing management. [7M]

UNIT-III

- 5 a) What are the contemporary issues of strategic management? [7M]
b) Trace out the generic strategy alternatives. [7M]

Or

- 6 a) Discuss about the elements of corporate planning process. [7M]
b) Explain about balanced score card. [7M]

UNIT-IV

- 7 a) Define behavior and what are the factors to influence the individual behavior? [7M]
b) Describe the change and learning management. [7M]

Or

- 8 a) Compare and contrast between Douglas McGregor's Theory X and Theory Y. [7M]
b) What do you mean by perception? Explain its process. [7M]

UNIT-V

- 9 a) Define group dynamic and explain different kinds of groups. [7M]
b) What are the causes of Organizational conflicts? [7M]

Or

- 10 a) Discuss about the organizational culture and climate. [7M]
b) Define stress and explain the coping strategies of stress. [7M]

