

**II B. Tech II Semester Regular Examinations, August/September - 2021**  
**MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**  
 (Electronics Communication Engineering)

Time: 3 hours

Max. Marks: 75

Answer any **FIVE** Questions each Question from each unit  
 All Questions carry **Equal** Marks  
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- 1 a) Explain the nature and importance of management. [8M]  
 b) Discuss about F.W. Taylor's Scientific Management. Theory. [7M]
- Or
- 2 a) What are social responsibilities of management? [7M]  
 b) Explain about decentralization and how it is simplify the organization structure? [8M]
- 3 a) 'Manpower planning plays major role as HR function' Discuss [7M]  
 b) What do you mean by four P's in marketing explain in detail? [8M]
- Or
- 4 a) Devise an appropriate appraisal system for personal selling sales team? [8M]  
 b) Define job evaluation and explain the process of job evaluation. [7M]
- 5 a) 'A vision is too abstract to be of any practical value.' Do you agree with the statement? Why? [8M]  
 b) What are the elements of corporate planning process? [7M]
- Or
- 6 a) What are steps in strategy formulation? Explain in detail. [7M]  
 b) Define Value Chain Analysis and Describe how it helps managers to assess the strengths and weaknesses of their firm. [8M]
- 7 a) Define the term 'perception' and explain 'perception process' [8M]  
 b) What is Attitude and explain its various components? [7M]
- Or
- 8 a) Define motivation. Elaborate Maslow's hierarchy theory of motivation. [8M]  
 b) Discuss about the Mc Gregor's Theory 'X and Theory 'Y [7M]
- 9 a) What are the stages of group development? [8M]  
 b) Define organizational conflict; how is conflict resolved? [7M]
- Or
- 10 a) Discuss the different types of group conflicts. [8M]  
 b) Explain the different coping strategies for stress management. [7M]

