**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**DRM 101: MANAGEMENT FUNDAMENTALS**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

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1. Mention the key contributors corresponding to the following management theories. **1×4=4**
2. Modern Management
3. Scientific Management
4. Behavioural Theories
5. Managerial Skills/Roles
6. Based on the scenarios given below, suggest the relevant form of departmentation. **1×8=8**
7. Class division in schools
8. ITC having different product categories
9. Call Centre catering to AIRTEL and AIRCEL
10. A company running three shifts
11. Automobile company with sequential processes
12. A 24-hour medical store
13. Indian Railways
14. WALMART, Big Bazaar and other retail stores

**P. T.O.**

2. Write short notes on: (***any three***) **6×3=18**

a. Hawthorne Studies

b. Matrix Organisation

c. TOWS Matrix

d. MBO

4. Discuss the effect of demand and supply of manpower on staffing.   **6**

5.With the help of suitable examples, explain Blake and Mouton’s Managerial Grid. **9**

6. Prepare a PERT flowchart for the activities related to construction of a house. **10**

7. Explain the planning steps associated in setting up a new retail outlet.

**15**

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