
Ques.-Each question carries one mark.

Unit - I Introduction to Management (CO1) (18 M)

1. The function of management that involves setting goals and deciding on future actions is called?
 - a) Organizing b) Planning
 - c) Leading d) Controlling
2. The primary objective of management in an organization is to achieve?
 - a) Employee promotions
 - b) Higher salaries for managers
 - c) Business goals efficiently
 - d) Product discounts for customers
3. The characteristic of management that emphasizes its relevance across industries, governments, and NGOs is known as?
 - a) Universal application
 - b) Profit maximization
 - c) Workforce specialization
 - d) Limited adaptability
4. The management function that ensures tasks are completed as planned by monitoring and correcting deviations is?
 - a) Organizing c) Planning
 - b) Leading d) Controlling
5. The process of arranging resources like manpower, materials, and finances in a structured manner refers to-----?
 - a) Organizing
 - b) Decision-making
 - c) Innovation
 - d) Negotiation
6. Scientific Management aims to improve workforce efficiency using approach?
 - a) Traditional managerial discretion
 - b) Scientific methods and logical principles
 - c) Employee intuition and experience
 - d) Personal opinions of managers
7.is regarded as the Father of Scientific Management?
 - a) Henri Fayol c) F.W. Taylor
 - b) Elton Mayo d) Max Weber
8. "Mental Revolution" in Taylor's Scientific Management refers to a shift in thinking between?

- a) Customers and suppliers
 - b) Managers and workers
 - c) Government and industries
 - d) Investors and board members
9. The principle that focuses on employees being assigned work according to their mental and physical capabilities is called?
- a) Unity of Command
 - b) Development of Workers to their Greatest Efficiency and Prosperity
 - c) Centralization of Authority
 - d) Stability of Tenure
10. The principle that suggests employees should report to only one superior is called?
- a) Unity of Direction c) Scalar Chain
 - b) Unity of Command d) Centralization
11. _____principle highlights the need for fair treatment and respect for all employees?
- a) Discipline
 - b) Authority and Responsibility
 - c) Equity
 - d) Initiative
12. According to Fayol, _____principle ensures employees feel secure in their jobs, leading to better performance?
- a) Stability of Tenure c) Division of Work
 - b) Order d) Esprit de Corps
13. The principle that promotes team spirit and unity among employees is called?
- a) Scalar Chain
 - b) Initiative
 - c) Remuneration
 - d) Esprit de Corps
14. A factory replaces its outdated production techniques with scientifically tested methods to reduce waste and increase output This best represents principle
- a) Science, Not Rule of Thumb
 - b) Unity of Command
 - c) Initiative
 - d) Centralization
15. A company with multiple departments encourages employees to coordinate their efforts instead of working separately. This best represents _____principle.
- a) Division of Work c) Unity of Direction
 - b) Authority and Responsibility d) Remuneration
16. Management is intangible because.....
- a) It cannot be seen but its results are visible
 - b) It is always visible
 - c) It depends only on material

- d) It can be touched physically
17. Staffing ensures
- a) Maximum confusion
 - b) Skilled and motivated workforce
 - c) Poor communication
 - d) Low morale
18.level of management is responsible for the survival and welfare of an organization.
- e) Middle Level Management
 - f) Top Level Management
 - g) Lower Level Management
 - h) Supervisory Level Management
19. _____ acts as a link between the top and lower levels of management.
- a) Supervisory Level Management
 - b) Middle Level Management
 - c) Board of Directors
 - d) Operational Workers
20. _____ is responsible for direct interaction with the workforce.
- a) Middle Level Management
 - b) Top Level Management
 - c) Lower Level Management
 - d) Strategic Management Team
21. _____ is a function of lower-level management.
- a) Formulating company vision
 - b) Representing workers' grievances
 - c) Setting company-wide financial policies
 - d) Approving mergers and acquisitions
22. _____ describes the role of operational managers in task assignment.
- a) They only assign tasks without supervision
 - b) They guide workers and assist in problem-solving
 - c) They focus on financial planning instead of task allocation
 - d) They avoid daily planning activities
23. Negotiation means
- a) Forcing others to accept your decision
 - b) A discussion to reach a mutually beneficial agreement
 - c) Avoiding communication with others
 - d) Arguing until one party gives up
24.refers to the ability to recognize and understand personal emotions, thoughts, and values.
- a) Self-motivation
 - b) Self-discipline
 - c) Self-awareness
 - d) Goal setting
25. The ability to control impulses and follow through on commitments is called _____.
- a) Time management

- b) Self-motivation
 - c) Self-discipline
 - d) Stress management
26. _____ motivation comes from within and is driven by personal interest or satisfaction.
- a) Extrinsic
 - b) Intrinsic
 - c) Values-based
 - d) External
27. The letter "S" in SMART goal setting represents _____ .
- a) Specific
 - b) Speed
 - c) Smart
 - d) Supportive
28. The skill that helps individuals use time efficiently is _____ .
- a) Self-awareness
 - b) Time management
 - c) Stress management
 - d) Decision-making
29. Work-life balance ensures individuals allocate adequate time for _____.
- a) Only professional tasks
 - b) Work and family
 - c) Work, family, health, and leisure
 - d) Office work only
30. Excessive multitasking leads to _____.
- a) Increased focus
 - b) More efficiency
 - c) Mental fatigue
 - d) Better decision-making
31. The reason self-motivation is important in self-management is _____.
- a) It helps in setting unrealistic goals
 - b) It allows individuals to stay driven toward achieving goals
 - c) It removes the need for discipline
 - d) It forces people to work continuously
32. The impact of stress management on an individual includes _____.
- a) Eliminating stress completely
 - b) Developing healthy coping mechanisms
 - c) Increasing workplace conflicts
 - d) Avoiding challenges
33. The benefit of goal setting in self-management is _____ .
- a) Providing direction and focus
 - b) Ensuring success without effort
 - c) Removing the need for decision-making
 - d) Encouraging procrastination
34. The way to maintain proper work-life balance includes _____ .

- a) Focusing only on professional responsibilities.....
 - b) Working extra hours daily
 - c) Setting boundaries and managing time effectively
 - d) Ignoring personal well-being
35. A drawback of multitasking is _____.
 a) Improving productivity
 b) Enhancing accuracy in complex tasks
 c) Reducing focus and leading to errors
 d) Ensuring perfect time management
36. The ability to reach mutually beneficial agreements through discussion and compromise is called.....
 a) Leadership
 b) Conflict resolution
 c) Negotiation skills
 d) Feedback
37. The managerial skill that involves leading, coordinating, and motivating a group is _____.
 a. Conflict resolution
 b. Team management
 c. Leadership
 d. Feedback
38. The process of handling disputes in a fair and constructive manner is known as _____.
 a. Feedback
 b. Conflict resolution
 c. Leadership
 d. Team management
39. Providing constructive criticism to help employees improve performance is part of.....
 a. Leadership
 b. Feedback
 c. Negotiation
 d. Conflict resolution
40. The managerial skill that includes inspiring, guiding, and influencing others is _____.
 a. Team management
 b. Conflict resolution
 c. Leadership
 d. Negotiation skills
41. The reason negotiation skills are important in business is
 a. Ensuring only one party benefits
 b. Preventing communication among stakeholders
 c. Achieving agreements that satisfy all parties
 d. Avoiding business discussions
42. The impact of strong team management on an organization includes..... .
 a. Decreasing productivity
 b. Improving efficiency and employee satisfaction
 c. Increasing workplace conflicts
 d. Removing the need for leadership
43. A manager handling a dispute between two employees by redistributing workload fairly demonstrates _____.

- a. Conflict resolution
 - b. Negotiation skills
 - c. Leadership
 - d. Feedback
44. Constructive feedback should be _____.
 a. Negative and discouraging
 b. Specific, timely, and solution-focused
 c. Avoided in a professional setting
 d. General and vague
45. The leadership quality that involves setting a vision and leading by example contributes to _____.
 a. Employee disengagement
 b. Organizational success
 c. Increased conflicts
 d. Lack of motivation
46. Who authored the Arthashastra?
 a) Megasthenes
 b) Ashoka
 c) Kautilya (Chanakya)
 d) Kalidas
47. Delhi Sultanate's finance department was known as _____.
 a) Diwan-i-Arz
 b) Diwan-i-Wizarat
 c) Diwan-i-Insha
 d) Diwan-i-Riyasat
48. Management Means _____.
 a) Getting things done by oneself
 b) Getting things done through others efficiently and effectively
 c) Supervising workers only
 d) Planning for the future only
49. Who is known as the Father of Scientific Management?
 a) Henry Fayol
 b) Peter Drucker
 c) F.W. Taylor
 d) Elton Mayo
50. The term "Universal Application" in management means _____.
 a) Management applies only to business organizations
 b) Management applies to all types of organizations
 c) Management is limited to top executives
 d) Management principles change completely in each field

Unit - II Product, Operations and Project Management (CO2) **(12 M)**

51. primary goal of brainstorming.
 a. To find a single best solution
 b. To generate a large number of ideas without judgment

- c. To analyze existing ideas systematically
 - d. To criticize and refine ideas immediately
52.is NOT a rule of traditional brainstorming.
- a. Encourage wild ideas
 - b. Defer judgment
 - c. Critique ideas immediately
 - d. Aim for quantity over quality
53. The checklist technique is primarily used to.....
- a) Generate random ideas
 - b) Evaluate ideas systematically using a predefined list of questions
 - c) Reverse an existing idea for better innovation
 - d) Reduce the number of ideas generated in brainstorming
54. is true about reverse brainstorming.
- a) It is used to generate only positive ideas
 - b) It focuses on identifying ways to solve a problem
 - c) It involves identifying ways to create problems rather than solving them
 - d) It limits the number of participants in idea generation
55. Morphological analysis is best suited for problems that.....
- a. Have only one correct solution
 - b. Can be broken down into independent parameters
 - c. Do not require creative input
 - d. Are solved best using a checklist
56. In the Six Thinking Hats technique, the Green Hat represents:.....
- a. Creativity and new ideas
 - b. Emotional perspective
 - c. Critical judgment
 - d. Facts and data
57.is the role of the Black Hat in the Six Thinking Hats method.
- a) To generate new ideas
 - b) To look at the problem with optimism
 - c) To identify risks, weaknesses, and potential problems
 - d) To encourage emotional viewpoints
58.creativity technique involves systematically varying parameters of a problem to explore new solutions.
- a) Brainstorming
 - b) Morphological analysis
 - c) Checklist method
 - d) Reverse brainstorming
59. In the Six Thinking Hats method, the Red Hat is associated with.....
- a. Logic and facts
 - b. Caution and risk assessment
 - c. Emotions and intuition
 - d. Creativity and innovation
60.is main advantage of using the checklist technique in creativity.

- a) It limits the number of ideas for better focus
 - b) It encourages rapid and random idea generation
 - c) It provides a structured way to refine and expand ideas
 - d) It prevents mistakes by following strict rules
61. is the first stage in the New Product Development (NPD) process.
- a) Market Testing
 - b) Idea Generation
 - c) Product Development
 - d) Commercialization
62.is NOT a source of idea generation for new products.
- a. Customers
 - b) Competitors
 - c) Government Regulations
 - d) Employee Layoffs
63. is the primary goal of concept testing in NPD.
- a. To test the final product in the market
 - b. To gather feedback on the product idea from potential customers
 - c. To create a prototype for testing
 - d. To analyze production costs
64.stage in the NPD process involves developing a working prototype.
- a) Idea Screening
 - b) Concept Development
 - c) Business Analysis
 - d) Product Development
65. The final stage of the NPD process is:.....
- a. Commercialization
 - b. Product Testing
 - c. Business Analysis
 - d. Idea Screening
66. A company uses a controlled launch in a limited market to evaluate product performance before full-scale introduction. This process is called:.....
- a) Market Penetration
 - b) Test Marketing
 - c) Product Development
 - d) Idea Screening
67. is a risk associated with new product development.
- a) High development costs
 - b) Market acceptance uncertainty
 - c) Competitive imitation
 - d) All of the above
68.is the primary goal of change management in an organization?
- a. To eliminate the need for change
 - b. To manage and implement change smoothly and effectively
 - c. To resist and slow down changes in the company
 - d. To reduce employee involvement in change initiatives

69. of the following is NOT a stage in Kurt Lewin's Change Management Model.

- a) Unfreezing
- b) Freezing
- c) Changing
- d) Refreezing

70. According to Kotter's 8-Step Change Model, the first step in implementing change is to:.....

- a. Develop a vision for change
- b. Communicate the change vision
- c) Establish a sense of urgency
- d) Empower employees for broad-based action

71. Resistance to change in organizations can be caused by.....

- a. Fear of the unknown
- b. Lack of trust in leadership
- c. Poor communication
- d. All of the above

72. In the ADKAR Model of Change, "D" stand for.....

- a. Development
- b. Desire
- c) Decision
- d) Direction

73. is a strategy to overcome resistance to change.

- a. Avoiding employee feedback
- b. Communicating the benefits of change clearly
- c. Implementing changes without informing employees
- d. Forcing employees to accept change

74.....best defines Organizational Change.

- a. A minor shift in daily operations
- b. The process of modifying structures, strategies, and procedures within an organization
- c. A temporary adjustment that does not impact business goals
- d. A method to avoid market competition

75. Change agents in an organization are responsible for.....

- a) Preventing change from happening
- b) Supporting and leading the change process
- c) Resisting management decisions
- d) Only informing employees about change without involvement

76. is the primary role of product management.

- a) Managing employees in production units
- b) Overseeing the development, launch, and success of a product
- c) Handling only the marketing of a product
- d) Ensuring that products are produced at the lowest cost

77.is best describes product management.

- a. A process focused only on product design
- b. A multidisciplinary function that involves strategy, development, and marketing
- c. A department responsible for supply chain management
- d. A function that works only with sales teams

78.....is primarily responsible for defining the vision and strategy of a product.

- a. Product Manager b) Production Supervisor
 - b. Sales Executive d) Finance Manager
79. is NOT a key responsibility of a product manager?
- a. Defining product vision b) Conducting market research
 - c) Setting financial policies d) Coordinating with development teams
80. A product lifecycle includes..... stages.
- a. Introduction, Growth, Maturity, Decline
 - b. Planning, Execution, Profit, Loss
 - c. Research, Development, Selling, Disposal
 - d. Creation, Testing, Selling, Discontinuation
81. Sustainable product design primarily aims to.....
- a. Reduce environmental impact while ensuring profitability
 - b. Maximize short-term profits
 - c. Use only expensive eco-friendly materials
 - d. Increase production speed regardless of consequences
82. is a key factor in designing a sustainable product.
- a) Durability and recyclability c) Short-term cost savings
 - b) Increasing packaging waste d) Focusing only on aesthetics
83. In sustainable design, the term “Cradle-to-Cradle” refers to.....
- a. A design approach that ensures products are fully recyclable or reusable
 - b. A method for reducing production costs
 - c. A sales strategy for increasing profits
 - d. A process for handling product failures
84. is NOT a strategic step in sustainable product design.
- a) Using renewable materials
 - b) Minimizing energy consumption
 - c) Increasing planned obsolescence
 - d) Implementing eco-friendly manufacturing processes
85. The concept of a Circular Economy in product management focuses on.....
- a. Reducing, reusing, and recycling materials c) Increasing product disposal rates
 - b. Creating products that cannot be repaired d) Selling products only in limited markets
86. Life Cycle Assessment (LCA) is important in sustainable product design because.....
- a. It helps analyze the environmental impact of a product from production to disposal
 - b. It focuses only on marketing strategies
 - c. It ensures the product is designed at the lowest cost possible
 - d. It is used only for government regulations
87. best describes Eco-Design in product management.
- a. A design process that integrates environmental considerations into every stage of a product’s lifecycle
 - b. A method to reduce product quality for cost savings
 - c. A short-term strategy to improve sales
 - d. A focus on using only natural colors in product packaging
88. is an example of an eco-friendly packaging approach.
- a) Using single-use plastic for cost reduction

- b) Designing packaging that is biodegradable and reusable
- c) Increasing package size to make products look bigger
- d) Adding extra layers of plastic wrapping for branding

89. is the purpose of conducting market research in sustainable product management.

- a) To understand consumer preferences and sustainability expectations
- b) To determine the cheapest way to produce a product
- c) To focus only on product pricing strategies
- d) To reduce investment in research and development

90. best describes Extended Producer Responsibility (EPR).

- a) Manufacturers are responsible for the entire lifecycle of their products, including disposal and recycling
- b) Consumers are solely responsible for recycling their purchases
- c) Companies are not required to consider the environmental impact of their products
- d) EPR is a voluntary program with no legal implications

91. Reverse Brainstorming starts by asking _____

- a) How to solve the problem fastest?
- b) How to cause or worsen the problem?
- c) Who is to blame?
- d) How to avoid any ideas?

92. Morphological Analysis was developed by _____

- (a) Peter Drucker
- (b) Fritz Zwicky
- (c) Alex Osborn
- (d) Tony Buzan

93. First step in Morphological Analysis _____

- a) Create ads
- b) Define the problem clearly
- c) Set selling price
- d) Conduct market survey only

94. In Six Thinking Hats, which hat is for facts and data?

- a) Red
- b) Yellow
- c) White
- d) Green

95. In Six Thinking Hats, the Black Hat focuses on _____

- a) Emotions
- b) Risks and cautions
- c) Creativity
- d) Process control

96. Which stage is NOT typically part of NPD?

- a) Idea generation
- b) Concept testing
- c) Product launch
- d) Annual tax audit

97. Project management primarily helps organizations to _____

- a) Increase paperwork
- b) Plan, organize and complete projects successfully
- c) Delay project deadlines
- d) Avoid teamwork

98. The first step in successful project management is _____

- a) Execution
 - b) Planning and goal setting
 - c) Project closure
 - d) Marketing
99. A Gantt chart is used for _____
- a) Scheduling and tracking progress of activities
 - b) Budget estimation only
 - c) Identifying project risks
 - d) Managing only manpower
100. Who developed the Gantt Chart?
- a) Henry Gantt
 - b) Frederick Taylor
 - c) Peter Drucker
 - d) Elton Mayo