

BTECH 7th Semester Mid Term Examination

Subject Name: Principles of Management, Subject code: MSC731

FM-25

Time 90 minutes

Answer any two from the following

12.5*2=25

1) Explain how Porter's Five Forces model can contribute in assessing the competitiveness and attractiveness of an industry of your choice. (12.5)

2) Use examples to narrate how political, economic, technological and socio-cultural forces can impact the managerial decisions in **any one** of the following industries. (12.5)

- a. Automobile
- b. Mobile phone
- c. Healthcare

3) Using the records below, a firm wants to predict the sales revenue from following data:

Sl no	Output=Sales revenue (in lakhs)	Input=Number of sales personnel
1	12	24
2	15	28
3	19	41
4	20	43
5	22	51
6	24	62
7	24	65
8	28	72

Answer the following questions:

- a) Calculate the means of the output and input.
- b) Calculate the standard deviations of the output and input.
- c) Find the regression equation.
- d) What will be sales revenue when 80 sales personnel are engaged?
- e) Find the coefficient of explanation (R^2). (2+2+4.5+2+2)

4) (a). Describe Maslow's Hierarchy of Needs Theory. (7.5)

(b). One of the effective ways to raise productivity amongst a workforce in contemporary organizations is to increase the level of work motivation. How can Maslow's Theory be applied over here by the managers? Explain. (5)