

NADAR SARASWATHI COLLEGE OF ENGINEERING AND TECHNOLOGY,  
THENI.

<b>Course/Branch</b> :B.E/CSE	<b>Year / Semester</b> :IV/VII	Format No.	NAC/TLP-07a.13
<b>Subject Code</b> :MG8591	<b>Subject Name</b> :Principles of management	Rev. No.	02
<b>Unit No</b> :2	<b>Unit Name</b> :Planning	Date	30.09.2020

S. No.	Objective Questions (MCQ /True or False / Fill up with Choices )	BTL
1	What is another name for contingency planning? A) Synergy planning B) Ad hoc planning C) Business level planning <b>D) Scenario planning</b>	L2
2	What is a definition of an objective? A) A defined specified outcome to be achieved in the long-term B) A clear set of goals to be attained given a set number of resources C) <b>A clearly defined and measurable outcome to be achieved over a specified timeframe.</b> D) A set standard of performance agreed by workers and managers	L2
3	What does the acronym SMART stand for? A) Suitable, measurable, actionable, rewarded and timely B) Specific, measurable, actionable, resourced and timely C) Standardised, measurable, achievable, rewarded, and timely <b>D) Specific, measurable, achievable, rewarded and timely</b>	L4
4	Which of the following is <b>not</b> a recognised type of plan? A) Business B) Succession <b>C) Ad hoc</b> D) Financial	L5
5	To what time-frame do strategic plans relate? <b>A) Long-term</b> B) Medium-term C) Short-term D) Unspecified time it takes to achieve an aim	L1
6.	Which is <b>not</b> a recognised form of business continuity planning? A) Contingency planning B) Scenario planning C) Financial planning <b>D) Building planning</b>	L3
7.	What is the definition of a scenario in scenario planning? <b>A) An imagined sequence of future events</b> B) An unpredictable event C) A planned for event D) An unplanned for event	L1
8.	What is a succession plan? A) Dismissing an employee for a more favorable employee <b>B) A formal process of planning to fill a role that will become vacant</b>	L2

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	C) A vote of no confidence in a board member\ D) The formal process of acquiring a new staff member	
9	There is no discernible link between planning and performance'. Who is this position held by? A) Michael Porter B) Milton Friedman C) Gary Hamel <b>D) Henry Mintzberg</b>	L2
10	What one of the following is <b>not</b> a key management skill in planning? A) Conceptual skills B) Analytical skills <b>C) IT and computing skills</b> D) Communication skills	L2
11.	_____ is accepting solutions that are "good enough". A) Bounded rationality <b>B) Satisficing</b> C) Escalation of commitment D) None of the above	L4
12	Making decisions on the basis of experience, feelings and accumulated judgement is called as _____ A) Decision making B) Structured problems <b>C) Intuitive decision making</b> D) None of the above	L5
13	Which of this is not mentioned in decision-making matrix? A) Analytic <b>B) Behavioural</b> C) Directive D) Performance management	L4
14	Which software provides key performance indicators to help managers monitor efficiency of projects and employees? A) Management Information System <b>B) Business Performance Management</b> C) Enterprise Application Software D) Online analytical Processing	L2
15	Availability bias is when decisions makers tend to remember events that are most recent. <b>A) True</b> B) False	L2
16.	Rearrange the steps in the decision- making process logically. <b>A) Identification of a problem</b> B) Identification of decision criteria C) Allocation of weights to criteria	L3

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	<p><b>D)</b> Development of alternatives  <b>E)</b> Analysis of alternatives  <b>F)</b> Implementation of the alternative  a) GFEDCBA  b) CDBAFEG  <b>c) ABCDEFG</b>  d) GCDABEF</p>	
17.	<p>Managers when plan, organise, lead and control are called decision makers.  <b>A) True</b>  B) False</p>	L2
18.	<p>Which of the following is an assumption of rationality to rationale decision making?  A) Preferences are clear  B) Final choice will maximise payoff  C) The problem is clear and unambiguous  <b>D) All of the above</b></p>	L2
19.	<p>Who is the CEO of Nike?  <b>A) D. Perez's</b>  B) John. T. Chambers  C) Phil Knight  D) None of the above</p>	L4
20.	<p>The bottom line of any business plan is  A) Marketing plan  <b>B) Business Plan</b>  C) Personal Plan  D) Production plan</p>	L5
21	<p>The top Management works on  <b>A)Strategic plan</b>  B)Corporate plan  C)Budgeting  D)Both A and B</p>	L4
22	<p>A strategic plan is also called  <b>A)Long term</b>  B)short term  C)Both a and b  D)None of the above</p>	L2
23	<p>The first step in the planning process is to  <b>A)set an objective</b>  B)Evaluate alternatives  C)Determine strength and weakness  D) None of the above</p>	L2
24.	<p>Which of the following objectives would be most difficult to measure?</p>	L3

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	<p>A) <b>social responsibility.</b>          B) profitability objectives          C) financial objectives.          D) quality objectives.</p>	
25.	<p>Which of the following was not noted by Joseph M. Juran as a negative outcome resulting from a lack of attention to quality in the planning process?          A) threats to society          B) costs of poor quality.  <b>C) loss of sales due to competition in quality.</b>          D) financial objectives.</p>	L2
26.	<p>Strategic objectives are set by:          A) middle management.  <b>B) top management.</b>          C) line management.          D) all of the above</p>	L2
27.	<p>Which of the following is not a characteristic of a good mission statement?          A) achievable.          B) motivating at all levels.  <b>C) strategies that are general.</b>          D) long term.</p>	L4
28.	<p>Canada Trust's statement "To be the best Personal Financial Company" is an example of a:          A) goal.          B) objective.  <b>C) mission statement.</b>          D) all of the above.</p>	L5
29.	<p>The first step in the planning process is to:          A) determine goals and objectives.          B) allocate resources.          C) establish an action plan.  <b>D) assess current conditions.</b></p>	L4
30.	<p>The strategy of setting low prices to rapidly create a mass market is called          A) strategic planning.          B) price penetration strategy.  <b>C) prestige strategy.</b>          D) skimming strategy.</p>	L2