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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 03 - 01- 2024 **Time:** 01:00 pm – 04:00 pm |

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| **School:** School of Commerce | **Program:** B.com BCM/BCM CA/BCM BA/BCM CMA | |
| **Course Code :**BBA2045 | **Course Name :** Principles of Management | |
| **Semester**: I | **Max Marks**:100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **4** | **28** | **35** | **33** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. (10 x 2 Marks = 20 Marks)** | **Bloom's Level** | **CO** |

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| **1** | Define Management | **2 Marks** | **Remember** | **CO1** |
| **2** | Mention the role of Managers (any two). | **2 Marks** | **Remember** | **CO1** |
| **3** | Identify the key elements of organizational design. | **2 Marks** | **Remember** | **CO2** |
| **4** | List the steps in the planning process. | **2 Marks** | **Remember** | **CO2** |
| **5** | What is decentralization? | **2 Marks** | **Remember** | **CO3** |
| **6** | Management is essential at all levels of an organization. Outline the importance of Goal-Oriented Management. | **2 Marks** | **Remember** | **CO3** |
| **7** | The scalar principle offers several benefits in an organization. Identify the importance of Scalar Chain? | **2 Marks** | **Remember** | **CO4** |
| **8** | Identify the use and importance of management by exception that is observed in organizations. | **2 Marks** | **Remember** | **CO4** |
| **9** | Deviance and misconduct refer to the “dark side” of organizational actors, which has been studied since the early days of Organizational Sociology.  Describe Esprit De Corps under the Henry Fayols principle of management | **2 Marks** | **Remember** | **CO2** |
| **10** | Define delegation and its importance. | **2 Marks** | **Remember** | **CO3** |

**Part B**

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| **Answer ALL the Questions. (5 x 7 Marks = 35 Marks)** | | | **Bloom's Level** | **CO** |
| **11** | Categorize the five basic types of elements of communication. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **12** | Explain the concept of management by objectives (MBO), highlighting its benefits. | **7 Marks** | **Understand** | **CO2** |

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| **13** | Management by exception (MBE) is a management tactic is where managers will only take a step in when there are significant deviations from strategic results.  Outline the five days to today activities while facilitating the front-line workers | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | |
| **14** | Discuss the significance of delegation in management, highlighting its advantages. | **7 Marks** | **Understand** | **CO3** |

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| **15** | A startup company wants to create a positive work culture.  Using Maslow's Theory of Motivation, suggest ways to foster a sense of belonging and community among employees. | **7 Marks** | **Apply** | **CO4** |
|  | **Or** | | | |
| **16** | Explain the different leadership styles, illustrating with examples. | **7 Marks** | **Understand** | **CO4** |

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| **17** | RetailPlus is an e-commerce company that specializes in selling fashion products online. The company is looking to expand its marketing team and is struggling to reach the right candidates through traditional recruitment channels. RetailPlus is facing challenges in attracting candidates through traditional recruitment channels and wants to leverage social media to reach a wider audience.  Questions  1. How can RetailPlus leverage social media platforms for recruitment?  2. What content strategies can be used to attract candidates?  3. How can RetailPlus measure the effectiveness of social media recruitment? | **7 Marks** | **Apply** | **CO4** |
|  | **Or** | | | |
| **18** | Describe the features of social responsibility of management? | **7 Marks** | **Understand** | **CO4** |

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| **19** | FinCorp is a financial services company that has been in operation for over 50 years. The company has a diverse customer base but lacks diversity in its workforce, particularly in leadership positions.  FinCorp is facing pressure from stakeholders to diversify its workforce and improve representation of underrepresented groups. The company is struggling to attract diverse candidates and ensure inclusive hiring practices.  Questions  1. What strategies can FinCorp use to attract diverse candidates?  2. How can FinCorp ensure inclusive hiring practices?  3. What metrics can be used to measure diversity and inclusion progress? | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | |
| **20** | Distinguish between downward communication, upward communication & Diagonal communication. | **7 Marks** | **Apply** | **CO3** |

**Part C**

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| **Answer Any THREE Questions. (3 x 15 Marks = 45 Marks)** | **Bloom's Level** | **CO** |

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| **21** | TechStart is a startup software development company that specializes in developing innovative mobile applications. The company has experienced rapid growth and is now facing intense competition from established tech companies in attracting top talent. TechStart is struggling to attract and retain top software developers, engineers, and data scientists due to the competitive job market. The company's current recruitment strategies are not yielding the desired results, and the hiring process is taking longer than expected.  Questions  1. What recruitment strategies can TechStart use to attract top talent in a competitive market?  2. How can TechStart differentiate itself from competitors to attract candidates?  3. What role can employer branding play in attracting candidates? | **15 Marks** | **Apply** | **CO2** |
| **22** | A newly appointed manager at a software development company notices low employee morale and high turnover. The manager must identify the root causes and develop strategies to improve employee engagement.  Questions:  1. What are the potential causes of low morale and high turnover?  2. How can the manager assess the organizational culture?  3. What strategies can the manager implement to boost employee engagement? | **15 Marks** | **Apply** | **CO3** |
| **23** | Compare and contrast Maslow's Theory of Motivation with other motivation theories (e.g., Herzberg's Two-Factor Theory, McClelland's Acquired Needs Theory). | **15 Marks** | **Apply** | **CO4** |
| **24** | HealthCare Inc. is a healthcare provider that operates a network of hospitals and clinics. The company is facing challenges in streamlining its selection process, which is leading to candidate dropouts. HealthCare Inc. is struggling to streamline its selection process, which is taking too long and resulting in candidate dropouts.  Questions  1. What steps can HealthCare Inc. take to streamline the selection process?  2. How can technology enhance the selection process?  3. What metrics can be used to evaluate selection process efficiency? | **15 Marks** | **Apply** | **CO3** |