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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 03 -01-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SCHOOL OF INFORMATION SCIENCE | **Program:** BCA/BCV/BCG/BSD |
| **Course Code :** BBA2088 | **Course Name :** MANAGEMENT AND BEHAVIOURAL PRACTICES |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **44** | **24** | **44** | **44** | **24** |

**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** |
| **1** | Define management in simple terms. | **2 Marks** | **L1** | **CO1** |
| **2** | List any two principles of management according to Henry Fayol. | **2 Marks** | **L1** | **CO1** |
| **3** | What is meant by a strategic plan? | **2 Marks** | **L1** | **CO2** |
| **4** | Discuss- MBE | **2 Marks** | **L1** | **CO2** |
| **5** | State the purpose of organizing in management. | **2 Marks** | **L1** | **CO3** |
| **6** | What is meant by departmentation? | **2 Marks** | **L1** | **CO3** |
| **7** | Define motivation in management. | **2 Marks** | **L1** | **CO4** |
| **8** | Name any two barriers to effective communication. | **2 Marks** | **L1** | **CO4** |
| **9** | What is meant by OB as a systematic study? | **2 Marks** | **L1** | **CO5** |
| **10** | What are the three levels of analysis in an OB model? | **2 Marks** | **L1** | **CO5** |

**Part B**

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| **Answer the Questions Total 80 Marks.** |
| **11.** |  | You have been appointed as a management consultant for a start-up company planning to launch a new range of next-generation laptops. Prepare a detailed report covering the following aspects:i. Conduct a SWOT Analysis for the product.ii. Explain the key activities to be performed under the Planning, Organizing, and Staffing functions for a successful product launch.iii. Discuss the Dimensions of Control, with a focus on implementing effective Quality Control measures to ensure product success in today’s competitive market. | **20 Marks** | **L3** | **CO1** |
| **or** |
| **12.** |  | You have been assigned the responsibility of organizing a **grand birthday party event** for a client. Explain how you would apply the **Functions of Management—Planning, Organizing, Staffing, Directing, and Controlling**—to ensure the event is well-executed and meets the client’s expectations. Provide examples of specific activities under each function. | **20 Marks** | **L3** | **CO1** |
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| **13.** |  | ‘Decentralization is – where the centers of decision making are dispersed throughout the organization.’ In the Light of this statement, discuss Decentralization and give its merits and demerits. | **20 Marks** | **L2** | **CO3** |
| **or** |
| **14.** |  | In a company, a manager is trying to find out the deviation between the actual number of fans produced and the desired number. He already knows about the standard as the company has assigned him a definite quantity of fans to be produced. Explain the controlling process in this organization and state the importance of controlling process. | **20 Marks** | **L2** | **CO3** |

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| **15.** |  | Explain the strategies adopted by the MNC’s to motivate their employees. Elaborate any two theories of motivation with examples. | **20 Marks** | **L2** | **CO4** |
| **Or** |
| **16.** |  | Explain process of communication and also explain the barrier to effective communication. | **20 Marks** | **L2** | **CO4** |

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| **17.** |  | Why is it important to understand human behavior at work? Discuss how this understanding influences workforce diversity and its impact on organizational success. Provide examples of how managers can leverage insights into human behavior to foster an inclusive and productive work environment. | **20 Marks** | **L3** | **CO5** |
| **Or** |
| **18.** |  | How can effective decision-making lead to improved organizational performance? Provide examples from a company where poor decision-making had led to adverse effects, and explain how better decision-making could have prevented such outcomes​. | **20 Marks** | **L3** | **CO2** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***