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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations –JANUARY 2025** |
| **Date:** 13/01/2025 **Time:** 01.00 PM – 04.00 PM |

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| **School:** SOL | **Program:**B.Com LL.B | |
| **Course Code:** BCL1004 | **Course Name:** Principles of Management | |
| **Semester**: I | **Max Marks**:100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **15** | **15** | **20** | **25** | **25** |

**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. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | What are the key functions of management? | **2 Marks** | **Remember** | **CO1** |
| **2** | What role does planning play in reaching organizational goals? | **2 Marks** | **Apply** | **CO1** |
| **3** | In what ways does leadership influence employee motivation and performance? | **2 Marks** | **Remember** | **CO2** |
| **4** | How does effective leadership impact employee motivation and performance? | **2 Marks** | **Apply** | **CO2** |
| **5** | What role does communication play in the leadership function of management? | **2 Marks** | **Remember** | **CO3** |
| **6** | Why is communication a key element in the leadership aspect of management? | **2 Marks** | **Remember** | **CO3** |
| **7** | What is the role of management in an organization? | **2 Marks** | **Remember** | **CO4** |
| **8** | Which skills are crucial for successful management? | **2 Marks** | **Remember** | **CO4** |
| **9** | How does management involve coordination of various activities within an organization? | **2 Marks** | **Apply** | **CO5** |
| **10** | Why can management be considered both universal and specialized? | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer the Questions Total 80 Marks** | | | | | |
| **11.** | **a.** | What is the significance of management in achieving organizational objectives, and how does it contribute to the overall success of an organization? | **5+5=10**  **Marks** | **Understand** | **CO1** |
| **or** | | | | | |
| **12.** | **a.** | Given the recent structural changes in the organization, how would you separate your administrative and managerial duties as head of HR? Provide examples of tasks in each category and your approach to handling them. | **5+5=10**  **Marks** | **Apply** | **CO1** |
|  |  |  |  |  |  |
| **13.** | **a.** | How does a well-defined plan serve as a framework for decision-making, and why is it critical to have a clear strategy before making significant organizational choices? | **5+5=10 Marks** | **Understand** | **CO2** |
| **or** | | | | | |
| **14.** | **a.** | How would you, as the manager of a retail store experiencing declining sales, use different types of plans to develop a strategy for turning things around? Include examples for each type of plan. | **5+5=10 Marks** | **Apply** | **CO2** |

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| **15.** | **a.** | How would you define departmentation in management, and in what ways does it help streamline an organization’s activities? | **5+5=10 Marks** | **Understand** | **CO3** |
| **Or** | | | | | |
| **16.** | **a.** | In your role as operations manager of a large retail chain experiencing understaffing and customer dissatisfaction, how would you apply the staffing process to evaluatestaffing needs, recruit, select, and train new employees effectively? | **5+5=10 Marks** | **Apply** | **CO3** |

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| **17.** | **a.** | How can an organization combine centralization and decentralization, and in what situations can a hybrid approach be most beneficial? | **5+5+5=15 Marks** | **Understand** | **CO4** |
| **Or** | | | | | |
| **18.** | **a.** | As a manager at a rapidly growing tech company with a diverse workforce facing declining employee engagement and productivity, how would you use Maslow's, Herzberg's, and McGregor's motivation theories to boost motivation and improve performance? Provide specific strategies and examples. | **5+5+5=15 Marks** | **Apply** | **CO4** |

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| **19.** | |  | **a.** | As a manager of a customer service team experiencing low engagement, how would you develop a motivational program that incorporates both intrinsic and extrinsic motivators to boost performance and morale? | **5+10=15 Marks** | **Understand** | **CO5** |
|  |  | | | **Or** | | | |
| **20.** | |  | **a.** | How do intrinsic and extrinsic motivation vary, and what impact do they have on employee engagement and overall organizational performance? | **5+10=15 Marks** | **Apply** | **CO5** |

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| **21.** | **a.** | Facing a skills gap in your workforce as CEO of a technology startup, how would you utilize manpower planning to assess the issue, implement recruitment and development strategies, and ensure your company stays ahead in the industry? | **10+10=20 Marks** | **Understand** | **CO5** |
| **Or** | | | | | |
| **22.** | **a.** | Caselet: Essentials of Control at Apex Manufacturing  Background:  Apex Manufacturing is a mid-sized company that produces high-quality consumer electronics. Over the past few years,the company has seen rapid growth in both production and sales. However, the company has started facing issues related to quality control, employee productivity, and meeting delivery deadlines. These issues have caused customer dissatisfaction and have negatively affected Apex's reputation in the market.  Case Overview:  John, the Production Manager, has noticed an increase in product defects coming off the assembly line. Despite strict training programs and standard operating procedures in place, employees seem to be either cutting corners or not following processes carefully. The defect rate has led to a slowdown in production, and customers have begun to report complaints about product quality.  To address this, the management team at Apex has decided to implement a more robust control system. Sarah, the Operations Director, has been tasked with leading the development of this system. She proposes a series of control measures, including:   1. Establishing Clear Standards: Setting clear quality standards for each stage of production and defining specific performance metrics for employees, such as the number of units produced per hour with acceptable quality. 2. Regular Monitoring: Installing sensors and automated systems on the production line that can continuously monitor product quality and employee performance in real time. 3. Feedback Mechanisms: Introducing a regular feedback loop where employees receive performance reviews and coaching based on the established standards. Additionally, the production team will hold weekly meetings to address any challenges or lapses. 4. Corrective Actions: Developing a corrective action plan for any deviations from the established standards. This includes training programs for employees who repeatedly fail to meet quality standards or productivity goals.   While Sarah’s plan seems effective on paper, there is resistance from some employees. They argue that the new monitoring systems feel invasive and that the focus on performance metrics might make the work environment more stressful.  Questions for Discussion:   1. What are the key elements of an effective control system, and how do Sarah’s proposed measures address these elements? 2. How can Sarah ensure that the new control system is implemented smoothly without causing employee resentment or demotivation? | **10+10=20 Marks** | **Apply** | **CO4** |

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