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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations -October 2025

Date: 10-10-2025

Time: 02.00pm to 03.30pm

School: SOC	Program: BCA	
Course Code: BBA1025	Course Name: Fundamentals of management	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	26	-	-	-

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

1	Recall any two characteristics of planning.	2 Marks	L1	CO1
2	Define decision-making.	2 Marks	L1	CO2
3	List two barriers to effective planning faced by startups like Ola Cabs.	2 Marks	L1	CO2
4	What is meant by management by exception?	2 Marks	L1	CO2
5	Name two contributions of Frederick Taylor.	2 Marks	L1	CO1

Part B

Answer the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the nature and importance of management using examples.	10 Marks	L2	CO1
Or				
7.	Explain management by objectives and discuss how Google uses MBO to improve performance?	10 Marks	L2	CO1

8.	Interpret the social responsibility initiatives of Tata Steel and their impact on the community.	10 Marks	L2	CO1
Or				
9.	Illustrate the development of managerial thought with focus on Taylor and Fayol.	10 Marks	L2	CO1

10.	Outline the techniques of decision-making and their applicability in a fast-food chain like McDonald's.	10 Marks	L2	CO2
Or				
11.	Explain common barriers to effective planning and suggest how Ola Cabs can overcome these barriers?	10 Marks	L2	CO2

12.	Summarize the role of forecasting in business planning and its application in e-commerce firms like Amazon.	10 Marks	L2	CO2
Or				
13.	Describe the process and importance of planning with example.	10 Marks	L2	CO2