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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 07-10-2025

Time: 02.00pm to 03.30pm

School: SOL	Program: BBL	
Course Code: BBL3001	Course Name: Management and Behavioral Practice	
Semester: I	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24			

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	Explain the significance of management in an organization?	2 Marks	L2	CO1
2	Illustrate the main focus of behavioral management approach?	2 Marks	L2	CO1
3	What are technical skills in management?	2 Marks	L1	CO1
4	What is meant by Management by Objectives (MBO)?	2 Marks	L1	CO2
5	Outline any two steps in the planning process.	2 Marks	L2	CO2

Part B

Answer the Questions.

Total Marks 40M

6.	A financial services company uses statistical tools and research methods (science), require creativity and judgment (art), and follows a professional code of conduct. Discuss whether management can be regarded as science, art and profession with justification.	10 Marks	L3	CO1
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Or

7.	A start-up company with young entrepreneurs is struggling with	10 Marks	L3	CO
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	planning, organizing resources, and motivating employees. Discuss in detail the nature, process, and significance of management in ensuring the growth and stability of the start-up.			1
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8.	A factory faces problems in productivity and employee dissatisfaction. The management is confused about whether to follow Fayol's administrative principles or Taylor's scientific management. Discuss in detail the differences and contributions of both approaches and how they can complement each other in solving the factory's problems.	10 Marks	L3	CO 1
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Or

9.	In a government ministry, top officials focus on framing policies, while department heads and supervisors carry out execution. Differentiate between administration and management with reference to this case, explaining in detail.	10 Marks	L3	CO 1
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10.	A manufacturing company prepares policies for recruitment, standard procedures for quality testing, and also prepares budgets for production. Explain the different types of plans reflected here.	10 Marks	L3	CO 2
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Or

11.	XYZ Ltd. is planning to launch a new product. Describe in detail the planning process the company should follow.	10 Marks	L3	CO 2
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12.	In a software firm, managers set goals jointly with employees, monitor progress, and evaluate results at the end of the project. Explain the process and importance of MBO with reference to this case.	10 Marks	L3	CO2
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Or

13.	A start-up achieved high sales initially but failed due to poor forecasting and lack of clear strategies. Discuss the importance of planning in ensuring growth and stability.	10 Marks	L3	CO2
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