



# PRESIDENCY UNIVERSITY

BENGALURU

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## End - Term Examinations – December 2025

Date: 22 – 12- 2025

Time: 09:30am – 12:30pm

<b>School:</b> SOC / SOM (UG)	<b>Program:</b> BBA, BAV, B.COM, BBB, BBD	
<b>Course Code :</b> CBS1014	<b>Course Name:</b> Principles of Management	
<b>Semester:</b> I	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	C01	C02	C03	C04
<b>Marks</b>	<b>33</b>	<b>18</b>	<b>35</b>	<b>49</b>

### 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.

10Q x 2M=20M

1.	Define Administration in the context of management.	2 Marks	L1	C01
2.	Recall the management principle violated when a salesman is restricted from giving discounts or credit despite sales targets.	2 Marks	L1	C01
3.	Differentiate between management and administration with any two points.	2 Marks	L2	C02
4.	Explain which organizing principle states that enterprise objectives should be clearly defined before designing the structure.	2 Marks	L2	C02
5.	Illustrate the meaning of motivation and mention any two of its characteristics.	2 Marks	L2	C03
6.	Classify any two leadership styles.	2 Marks	L2	C03
7.	Identify and briefly describe any two principles of coordination.	2 Marks	L3	C04
8.	Infer about any two non-budgetary control techniques.	2 Marks	L3	C04
9.	Decision-making is crucial for success at all levels of life and business because it is the fundamental process that translates ideas and information into action and results. Summarize Decision Making concept.	2 Marks	L2	C03
10.	Identify the various interrelated aspects of Corporate social responsibility	2 Marks	L3	C04

## Part B

**Answer ALL the Questions. Each question carries 7 marks.**

**5Q x 7M = 35M**

<b>11.</b>	The “father” of scientific management – Fredrick Winslow Taylor attempted to raise the standard of living by way of making workers more efficient and productive and consequently adding to their income. What are the basic concepts of scientific management era?	<b>07 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>Or</b>				
<b>12.</b>	What are Max Weber’s main contributions to management in his theory of authority structure and his description of organizations based on the nature of authority relations within them?	<b>07 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>Or</b>				
<b>13.</b>	Compare the Benefits and Pitfalls of Planning.	<b>07 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>Or</b>				
<b>14.</b>	Planning is an important function of management, which involves complete analyzing, opportunity and threats. Explain various types of plans.	<b>07 Marks</b>	<b>L2</b>	<b>CO2</b>
<b>Or</b>				
<b>15.</b>	An organization noticed a decline in employee productivity and morale. The management decided to introduce recognition programs and opportunities for growth. Based on Herzberg’s Two-Factor Theory, summarize how these measures could improve employee motivation.	<b>07 Marks</b>	<b>L2</b>	<b>CO3</b>
<b>Or</b>				
<b>16.</b>	A new manager in a manufacturing firm struggles to adapt her leadership style to a team of both experienced and newly hired employees. Using Situational Leadership Theory, explain the way manager can modify her approach to lead effectively and ensure proper direction.	<b>07 Marks</b>	<b>L2</b>	<b>CO3</b>
<b>Or</b>				
<b>17.</b>	In a large retail company, departments often work in silos, leading to duplication of work and delayed decision-making. As a manager, identify how you would apply the principles and techniques of coordination to overcome these issues.	<b>07 Marks</b>	<b>L3</b>	<b>CO4</b>
<b>Or</b>				
<b>18.</b>	A production firm has set targets for cost reduction but finds actual expenses consistently exceeding budgets. Using the process of control, construct the steps the management should take to identify deviations and implement corrective actions.	<b>07 Marks</b>	<b>L3</b>	<b>CO4</b>
<b>Or</b>				
<b>19.</b>	“Coordination is the essence of management.” Build an explanation for this statement in detail by describing its characteristics, principles, and importance.	<b>07 Marks</b>	<b>L3</b>	<b>CO4</b>
<b>Or</b>				

20.	A manufacturing company wants to improve its social impact by supporting education, environmental protection, and employee welfare while aligning initiatives with its goals. Develop the meaning of CSR, its key areas, and objectives, and suggest how the company can benefit from these initiatives.	07 Marks	L3	CO4
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### Part C

**Answer any three Questions. Each question carries 15marks**

**3Q x 15M=45M**

21.	According to Drucker, effective MBO managers focus on the result, not the activity. They delegate tasks by “negotiating a contract of objectives” with their subordinates and by refraining from dictating a detailed road map for implementation. What is the MBO frame work?	15 Marks	L1	CO1
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22.	Transformational leadership is the process whereby a person engages with others and creates a connection that raises the level of motivation and morality in both the leader and the follower. Identify the various factors of transformational leadership.	15 Marks	L3	CO4
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23.	Motivation is the driving force that converts potential into performance. Interpret this statement with reference to Maslow’s Hierarchy of Needs and Herzberg’s Two-Factor Theory, with real-life examples of how organizations motivate their employees at different levels.	15 Marks	L2	CO3
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24.	Emerging concepts like TQM, MBO, and CSR have transformed modern management.” Identify how these concepts contribute to organizational excellence and social responsibility. Include at least one real-world company example for each concept.	15 Marks	L3	CO4
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25.	An attempt to identify the behavioral characteristics of successful leaders, Blake and Mouton identified two fundamental drivers of managerial behavior: the concern for getting the job done, and the concern for people doing the work. Explain the managerial grid framework for describing management behaviors with examples.	15 Marks	L2	CO3
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