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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 05-12-2025

Time: 01:00pm – 04:00pm

School: SOIS	Program: BCA	
Course Code: BBA1025	Course Name: Fundamentals of Management.	
Semester: V	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	26	24	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.

10Q x 2M=20M

1	List any two schools of management thought.	2 Marks	L1	C01
2	Name the classical management theorists.	2 Marks	L1	C01
3	What is meant by the nature of management?	2 Marks	L1	C01
4	How does forecasting help in planning?	2 Marks	L1	C02
5	Recall the importance of planning.	2 Marks	L1	C02
6	What is staffing?	2 Marks	L1	C03
7	List the characteristics of a good organizational structure.	2 Marks	L1	C03
8	List the components of communication.	2 Marks	L1	C04
9	Define leadership.	2 Marks	L1	C04
10	Recall Herzberg's two-factor theory.	2 Marks	L1	C04

Part B

Answer ALL the Questions. Each question carries 20 marks.

4Q x 20M=80M

11.	A company is facing confusion between the roles of managers and administrators. Question: Find the differences between management and administration using this scenario.	20 Marks	L1	CO1
Or				
12.	You are a manager using Management by Objectives (MBO) to improve team performance in a sales department. Show how MBO helps to clarify goals and enhance accountability	20 Marks	L1	CO1
Or				
13.	Maruti Suzuki faced supply disruptions and quickly made alternative sourcing decisions. Question: Illustrate how contingency planning helped Maruti Suzuki manage supply chain risks.	20 Marks	L2	CO2
Or				
14.	Zomato decides to enter tier-2 cities with tailored marketing strategies. Question: Explain the decision-making techniques Zomato could use to ensure the success of this market entry	20 Marks	L2	CO2
Or				
15.	Flipkart faced challenges in getting the right talent during peak hiring seasons. Question: Classify the challenges in staffing faced by Flipkart and explain how effective recruitment and performance appraisal can address them.	20 Marks	L2	CO3
Or				
16.	Reliance Industries restructured its organizational hierarchy to improve decision-making speed. Question: Explain the impact of organizing principles and delegation on decision making in Reliance.	20 Marks	L2	CO3
Or				
17.	DHL maintains high standards in global logistics. Identify the control mechanisms DHL uses to ensure consistent quality and timely delivery.	20 Marks	L3	CO4
Or				
18.	Zomato revamped its communication process to bridge gaps between management and delivery teams during rapid expansion. Question: Apply concepts of managerial communication to propose a plan for improving communication effectiveness in Zomato.	20 Marks	L3	CO4