



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.															
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Make -Up Examinations – December 2025

Date: 26 – 12- 2025

Time: 09:30am – 12:30pm

School: SOC	Program:	
Course Code: BBA1001	Course Name: Principles of Management	
Semester: MK	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	20	20	20	20

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 management and state its basic nature.	2 Marks	L1	CO1
2.	Explain the importance of management in an organization.	2 Marks	L2	CO1
3.	Define planning and state its significance in management.	2 Marks	L1	CO2
4.	Illustrate the role of forecasting in managerial planning.	2 Marks	L2	CO2
5.	Explain the concept of delegation of authority.	2 Marks	L2	CO3
6.	Illustrate the difference between centralization and decentralization.	2 Marks	L2	CO3
7.	Outline the main leadership styles followed in organizations'.	2 Marks	L2	CO4
8.	Illustrate the steps involved in the controlling process.	2 Marks	L2	CO4
9.	Define managerial communication.	2 Marks	L1	CO5
10.	Explain the types of communication used in organisations.	2 Marks	L2	CO5

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Analyze the concept of management functions to a startup facing rapid growth issues.	07 Marks	L4	C01
Or				
12.	Analyze the role of Taylor's scientific management in improving factory productivity.	07 Marks	L4	C01
13.	Identify planning barriers faced by a firm operating in a volatile market.	07 Marks	L3	C02
Or				
14.	Apply the planning process to a company launching a new product.	07 Marks	L3	C02
15.	Identify staffing problems in an organization with high employee turnover.	07 Marks	L3	C03
Or				
16.	Examine the impact of improper manpower planning on organizational performance.	07 Marks	L3	C03
17.	Analyze the reasons for lack of employee motivation in an organization.	07 Marks	L4	C04
Or				
18.	Examine the effectiveness of controlling techniques in achieving targets.	07 Marks	L4	C04
19.	Analyze the consequences of communication gaps on employee morale.	07 Marks	L4	C05
Or				
20.	Analyze effective communication methods to resolve interdepartmental conflict.	07 Marks	L4	C05

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Compare management and administration in a government-owned organization facing slow decision-making and accountability issues. Discuss how managerial principles can improve efficiency.	15 Marks	L4	C01
22.	Classify the types of planning required for a firm facing frequent environmental changes and internal conflicts. Compare short-term and long-term planning in this context.	15 Marks	L4	C02
23.	Identify organizing problems in an organization where employees report to multiple supervisors and accountability is unclear. analyze principles of organizing and authority relationships.	15 Marks	L3	C03
24.	Analyze a situation where employees meet targets only under strict supervision but lack initiative. Apply motivation theories and leadership styles to explain this behavior.	15 Marks	L4	C04
25.	Compare formal and informal communication networks in an organization managing a crisis. Apply communication concepts to justify their effectiveness.	15 Marks	L4	C05