



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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## Make-up Examinations – December 2025

Date: 27 – 12- 2025

Time: 01:00pm – 04:00pm

<b>School:</b> SOM (UG)	<b>Program:</b> BBA, BBB, BBD		
<b>Course Code :</b> BBA2008	<b>Course Name:</b> Management and Behavioral Practices		
<b>Semester:</b> MK	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%	

CO - Levels	C01	C02	C03	C04	C05
<b>Marks</b>	<b>11</b>	<b>11</b>	<b>26</b>	<b>26</b>	<b>26</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 2 marks.

10Q x 2M=20M

1.	Explain any two approaches to management thought.	2 Marks	L2	C01
2.	What are Henry Fayol's principles of management?	2 Marks	L2	C01
3.	What is the importance of planning in management?	2 Marks	L2	C02
4.	Define Management by Objectives (MBO) with one example.	2 Marks	L3	C02
5.	Define organizing and state its purpose in management.	2 Marks	L1	C03
6.	What is the difference between delegation and decentralization?	2 Marks	L3	C03
7.	Define motivation and name any two motivational theories.	2 Marks	L1	C04
8.	What are the barriers to effective communication in an organization?	2 Marks	L1	C04
9.	Define Organizational Behavior.	2 Marks	L1	C05
10.	List the three levels of OB model/framework.	2 Marks	L1	C05

## Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	Suppose you are appointed as a new manager in a startup. Design a basic management structure incorporating the essential functions and approaches to management.	07 Marks	L6	CO1
<b>Or</b>				
12.	Evaluate whether management is an art, a science, or a profession. Justify your answer with suitable arguments and examples.	07 Marks	L5	CO1
<b>Or</b>				
13.	Explain the importance and steps of the planning process. Why is planning considered the foundation of management?	07 Marks	L2	CO2
<b>Or</b>				
14.	As a department head, how would you implement Management by Objectives (MBO) in your team? Explain with a practical example.	07 Marks	L3	CO2
<b>Or</b>				
15.	Define organizing. What are the principles of organization, and why are they important in a managerial context?	07 Marks	L2	CO3
<b>Or</b>				
16.	You are a manager of a growing tech company. How would you apply the concept of departmentation to improve efficiency and accountability?	07 Marks	L3	CO3
<b>Or</b>				
17.	Define directing. What are the key elements of the directing function in management?	07 Marks	L1	CO4
<b>Or</b>				
18.	Explain the importance of effective communication in directing employees. What are the common barriers to communication, and how can they be overcome?	07 Marks	L2	CO4
<b>Or</b>				
19.	Define Organizational Behavior (OB). Explain how OB is a multidisciplinary field with contributions from psychology, sociology, and anthropology.	07 Marks	L1	CO5
<b>Or</b>				
20.	What are the major challenges and opportunities faced by modern organizations in applying Organizational Behavior concepts?	07 Marks	L2	CO5

## Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.		Design an ideal organizational structure for a startup business. Include roles, span of control, and authority relationships in your design.	15 Marks	L6	CO3
22.		Design a control system for monitoring employee productivity in a sales department. Include performance standards, tools, and feedback methods.	15 Marks	L6	CO4
23.		Evaluate the effectiveness of behavioral control techniques versus traditional control techniques in managing today's workforce. Which do you think works better, and why?	15 Marks	L5	CO4
24.		<p>You have been appointed as an HR manager in a fast-growing tech startup with increasing employee turnover. Using OB principles, design a comprehensive action plan that addresses:</p> <ul style="list-style-type: none"><li>• Individual behavior (motivation, satisfaction)</li><li>• Group behavior (teamwork, communication)</li><li>• Organizational practices (culture, structure)</li></ul> <p>Evaluate how this plan can improve retention and engagement.</p>	15 Marks	L6	CO5
25.		Organizational Behavior is essential for understanding people at work. Discuss the OB Model by analyzing the Individual, Group, and Organizational levels. Support your discussion with examples of how behavior at each level affects overall organizational performance.	15 Marks	L3	CO5