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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF LAW  
MID TERM EXAMINATION - OCT 2023**

**Semester :** Semester I - 2023

**Course Code :** BBL3001

**Course Name :** Sem I - BBL3001 - Management and Behavioural Practices

**Program :** BBL

**Date :** 30-OCT-2023

**Time :** 11:30AM - 1:00PM

**Max Marks :** 50

**Weightage :** 25%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.*
  - (ii) Question paper consists of 3 parts.*
  - (iii) Scientific and non-programmable calculator are permitted.*
  - (iv) Do not write any information on the question paper other than Roll Number.*
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**ANSWER ALL THE QUESTIONS**

**(5 X 10 = 50M)**

1. Critically analyze the impact of balancing the science and art of management on organizational culture, employee satisfaction, and long-term success.  
(CO1) [Comprehension]
2. Critically analyze the impact of the Quantitative Management Approach on improving efficiency and decision quality in organizations.  
(CO1) [Comprehension]
3. Develop a set of SMART objectives for a sales team in a retail organization.  
(CO2) [Comprehension]
4. Design a comprehensive decision-making process for a startup that incorporates risk assessment and contingency planning.  
(CO2) [Comprehension]
5. Apply the rational decision-making model to a hypothetical scenario involving a company deciding whether to launch a new product.  
(CO2) [Comprehension]