

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester I - 2023

Course Code : BBA2008

Course Name : Management and Behavioral Practices

Program : BBA

Date : 11-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

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.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. What is the significance of management in achieving organizational goals?
(CO1) [Knowledge]
2. What are the key types of plans used in the planning process?
(CO2) [Knowledge]
3. Differentiate between centralization and decentralization
(CO3) [Knowledge]
4. Define controlling.
(CO4) [Knowledge]
5. Define Organizational behaviour.
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. The IT major GIPRA is terminating the employment of its senior managers, if after evaluating their performance against pre-determined standards if it is found lacking. With this disruption analysts say a large portion of the employees may become irrelevant unless they learn new skills and apply the knowledge to work on emerging technologies. GIPRA is ready to facilitate employee learning, through its in-house centers.
 - A. Name the function of management performed by GIPRA to maintain a satisfactory work force.
 - B. Identify and explain the two steps in the process of the function of management discussed above.

(CO1) [Comprehension]

7. MBO process not only promotes clarity in organizational priorities but also establishes a framework for regular performance reviews and feedback. Discuss MBO process in detail. (CO2) [Comprehension]
8. The importance of various types of organizations lies in their adaptability to diverse needs and contexts, catering to the dynamic nature of modern society. Discuss various types of organization. (CO3) [Comprehension]
9. Motivation is the driving force that propels individuals toward their goals, fuelling resilience and determination. It catalyzes achievement, fostering productivity and personal growth. Summarize Herzberg's two-factor theory. (CO4) [Comprehension]
10. Illustrate the basic Organisational Behaviour model. (CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Communication skills play a pivotal role in directing.
1. Discuss common barriers to communication in a globalized workplace.
 2. Identify effective ways to overcome communication barriers.
- (CO4) [Application]
12. 1. Microsoft has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Microsoft to pursue Internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the company's future success. Recognizing this problem, Microsoft is actively identifying its top talent and developing ways to make jobs more attractive. Employee engagement appears to be the buzz in corporate America/Studies show that engaged employees are more productive, profitable, and customer-focused and less likely to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top about what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss. Microsoft is meeting the challenge of improving worker morale head-on to retain its employees. My Microsoft is a program introduced by the company to provide some of the attractive amenities that other IT companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a management development program. Microsoft's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees.
1. Discuss some factors that consistently rank at the top in terms of what employees value in a job. (10 Marks)
 2. Summarize the benefits that are associated with engaging the employees. (10 Marks)
- (CO5) [Application]