

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

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

Semester : Semester I - 2023

Course Code : BBA2088

Course Name : Management and Behavioural Practices

Program : B.Sc. Economics

Date : 10-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. Identify the significance of management in achieving organizational goals?
(CO1) [Knowledge]
2. Differentiate between management as a science or an art.
(CO2) [Knowledge]
3. Differentiate between centralization and decentralization
(CO3) [Knowledge]
4. Explore two barriers to communication and propose strategies to overcome them in a managerial context.
(CO4) [Knowledge]
5. Draw Abraham Maslow's needs hierarchy.
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. 1. Mr Sundar is planning to start a garment manufacturing company and wants to ensure that employees working in his organization are given proper and timely directions related to work, resources should be effectively utilized, and there has to be harmony and role clarity in the organization. None of the employees should be overloaded with work so that the employees in the organization feel comfortable and committed. In the light of the given case, explain and apply the fourteen principles proposed by Henry Fayol.

(I) Evaluate the potential effectiveness of applying these principles to assist Mr. Sundar in managing his company.

(CO1) [Comprehension]

7. Super Fine Rice Ltd. has the largest share of 55% in the market. The company's policy is to sell only for cash. In 2015, for the first time company's number-one position in the industry was threatened because other companies started selling rice on credit. However, the managers of Super Fine Rice Ltd. continued to rely on its previously tried and tested successful plans which didn't work because the environment is not static. This led to a decline in sales of Super Fine Rice Ltd.
1. The above situation indicates two limitations of planning which led to a decline in its sales. Identify these limitations.
 2. Explain the Nature and Importance of Planning in the light of the case
- (CO2) [Comprehension]
8. Infer the principles of organizing.
- (CO3) [Comprehension]
9. Various techniques can be employed for managerial control. Discuss different techniques of managerial control and provide examples of situations where specific techniques have proven effective. How do these techniques contribute to organizational efficiency?
- (CO4) [Comprehension]
10. Communication skills play a pivotal role in directing. Identify three essential communication skills that contribute to effective directing and explain how they foster a positive work environment. Discuss common communication barriers in a globalized workplace and propose strategies to overcome them for seamless direction and coordination.
- (CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. A company manufacturing sewing machines set up in 1945 by the British promoters follows formal organisational culture in totality. It is facing lot of problems in delays in decision making. As the result it is not able to adapt to changing business environment. The workforce is also not motivated since they cannot vent their grievances except through formal channels, which involve red tape. Employee turnover is high. Its market share is also declining due to changed circumstances and business environment.
- a) You are to advise the company with regard to change it should bring about its organisation structure to overcome the problems faced by it.
 - b) Give reasons in terms of benefits it will derive from the changes suggested by you.
 - c) In which sectors can the company diversify keeping in mind the declining market for the product the company is manufacturing?
- (CO3) [Application]
12. The field of OB draws insights from various disciplines, including psychology and sociology. Discuss how psychological theories contribute to understanding employee motivation and satisfaction, and provide examples of how sociological perspectives influence organizational structures and employee behavior.
1. Analyze the impact of psychological theories on employee motivation and satisfaction, emphasizing their practical applications in organizational settings.
 2. Explore how sociological perspectives contribute to the development of effective organizational structures and their influence on employee behavior.
- (CO4) [Application]