

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

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

Semester : Semester I - 2023
Course Code : BBA1001
Course Name : Principles of Management
Program : BCM

Date : 17-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 meaning of pervasive under the nature of management ?
(CO1) [Knowledge]
2. Outline the importance of Planning that Reduces Risk of Uncertainties ?
(CO2) [Knowledge]
3. Recognize the importance of organizing in an organizational context ?
(CO3) [Knowledge]
4. State the primary, basic or Physiological Needs under the classification of Motivation ?
(CO4) [Knowledge]
5. Define Communication according to the findings of Louis A, Allen?
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Management principles can never be stated as rigorously as that of physical sciences because human beings behave more erratically than physical phenomena. Discuss any five nature of management that is practiced in organization ?
(CO1) [Comprehension]
7. Planning is a rational action mixed with a little bit of forethought. Planning is central to the success of any company. Koontz and O'Donnell have defined planning in terms of future course of action. Explain the six characteristics of nature of planning?
(CO2) [Comprehension]

8. In our increasingly global economy, managers need to decide between using expatriates or hiring locals when staffing international locations. Summarize the six Process of staffing while placing people in an organization. ?

(CO3) [Comprehension]

9. Managers and Subordinates are known to play significant role in instilling trust within the organizations. Warren Buffet, whose success stories have been well-documented, has surrounded himself with people who he knows can perform their tasks creatively and adequately without his help, and only intervened when needed to correct an unfavorable situation, not to mention that he would even allow mistakes to happen for his people to learn from them. However, to become successful in an era of daily productivity metrics reporting, leaders using different style of leadership should establish milestones for their staff, which means that they can no longer be completely hands-off. Modern leaders are said to track results and stay on top of problems; observe individual and group performance; give credit where it is due; and encourage responsibility among individuals. Differentiate between Authoritarian Style leader and Free-rein Style Leader in the above context?

(CO4) [Comprehension]

10. Communication is one of the most challenging yet important tasks that any organization undertakes. Communication allows employees to learn about organizational goals, share ideas, and develop plans. However, organizational messages are only useful if they are received and understood by the intended audience. Distinguish between upward communication and downward communication?

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. The CEO and the executive leadership team of a global technology and service organization faced an extremely rapid growth rate but lacked the leadership skills needed throughout the company to effectively manage the expansion. They needed a partner to help develop competent leaders at all levels. Right Management was selected to solve the challenge through two leadership development programs: one for frontline leaders and the other for senior leaders. Leading Rapid Growth in the Right Direction is one of the essential thing that need at the right time.

A) Describe the eight principles of effective directing . (10 Marks)

B) Review the above scenario of the case and suggest how would you go about with the advice. (10 Marks)

(CO4) [Application]

12. One goal of professional communication in Indian culture is to be succinct, a characteristic that's especially important with the prevalence of digital communications. Busy professionals do not want to waste time getting to the point of any communication, and do not want to read three or more paragraphs when one will suffice. Yet the purpose of some professional documents, such as a formal report, is to delve into a subject in some depth. Reports vary by size, format, and function. You need to be flexible and adjust your report to the needs of the audience.

A) Describe the two types of reports that is followed in most companies (10 Marks)

B) Explain the different methods and characteristics in organizing reports (10 Marks)

(CO5) [Application]