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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF COMMERCE
MID TERM EXAMINATION - NOV 2023**

Semester : Semester III - 2022

Course Code : COM2003

Course Name : Sem III - COM2003 - Contemporary Management

Program : BSE

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Identify five characteristics of Management (CO1) [Knowledge]
2. Identify and prioritize the most critical factors contributing to a problem or decision (CO2) [Knowledge]
3. What is Maslow's hierarchy of needs? (CO1) [Knowledge]
4. "How can a manager apply the concept of span of control to optimize resource allocation and foster efficient communication in their team?" (CO2) [Knowledge]
5. Define staffing and identify its key components. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Effective functioning of a company can be ensured by adhering to certain principles, rules and regulations that have been developed by expertise in the area of management through extensive research. Explain principles of Management and benefits of following the same to an organization. (CO1) [Comprehension]

7. The effective functioning of an organization is mainly determined by the ability of a manager to control and guide the employees reporting to him or her at the workplace. Describe the concept of management that describes the ability of a manager to manage the workforce and factors affecting the controlling ability.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Mr A has a garment manufacturing company and he is willing to manage it in an organized and disciplined manner to ensure better utilization of manpower and resources in the organization. Apply fourteen principles of Henry Fayol in relation to the above-mentioned context and help Mr A to understand the applicability of each principle at workplace.

(CO1) [Application]