

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester I - 2023

Course Code : BBA2088

Course Name : Sem I - BBA2088 - Management and Behavioural Practices

Program : BSE

Date : 30-OCT-2023

Time : 11:30AM - 1:00PM

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 the significance of management in achieving organizational goals?
(CO1) [Knowledge]
2. Explain the concept of Management by Objectives (MBO) and its operational principles.
(CO1) [Knowledge]
3. Explain the needs of the classical management approach
(CO1) [Knowledge]
4. Analyze the responsibilities of managers within an organizational context.
(CO2) [Knowledge]
5. Describe the steps in the planning process.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Anil is working with Infinite Technologies. He found out that the profits have started declining in the past three months. Profit has an implication for the survival of the company. So he analyzed the business environment to find out the reasons for the decline in profit.
 - i. Identify the level of management at which Anil is working.
 - ii. Identify the which function of management he is involved in and list down the activities involved in the function

(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]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. 1. Ben is the plant manager for Rose printing company, a medium sized printing firm with 300 employees that publishes regional editions of magazines. The plant runs three shifts a day, five days a week and the organizational structure is composed of senior management staff of 6 people who work the day shift and 20 supervisors and 60 lead operators who are split among the three shifts. Each lead operator has 4 to 10 employees directly under his or her supervision. Recently Ben listened to a speech on management by objectives at the local university by a renowned lecturer and management consultant. He was inspired by management by objectives and returned to the plant intent on installing such a system at Rose. He was confident it would make performance evaluation easier and improve employee productivity. He spent several days working on the overall output goals he wanted the company to meet for the year and then called in his senior management team. He issued written copies of the goals in each functional area to each management member and requested that each person review the goals, ask questions for clarification, and then prepare specific operational plans strategies, and quotas for her or his respective departments, supervisors, and lead operators. Please follow the prescribed format for writing the case study analysis. Marks would be awarded on the basis of the format.

Questions:

1. Describe Is this a workable management by objective system?

2. Explain What would you do differently? Why?

3. Develop a strategic set of goals for the company from Ben's standpoint.

(CO1) [Application]