

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester I - 2023

Course Code : BBA2008

Course Name : Sem I - BBA2008 - Management and Behavioral Practices

Program : BBA

Date : 31-OCT-2023

Time : 9:30AM - 11:00AM

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. Define management. (CO1) [Knowledge]
2. Who is the father of scientific management and administrative management? (CO1) [Knowledge]
3. List down the functions of management. (CO1) [Knowledge]
4. Outline the steps in planning process. (CO2) [Knowledge]
5. Define MBE. (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Discuss the principles of management. (CO1) [Application]

7. Nithi Ltd., manufactures water-heaters. The company realized that the revenue it earned during the previous year is just sufficient to meet the costs. To increase the revenue and earn profits, the company analysed various reasons that impacted the revenues. After the analysis, the company decided:
- To relocate the manufacturing unit to a remote location where availability of labour is more and available at low rate.
 - To start manufacturing solar water heaters and reduce the production of electric water heaters eventually. These decisions would help the company to cover the costs and earn better profits.

Answer the questions :

- Identify possible aspects of MBO from the above case study.
- Discuss MBO process in detail and draw a neat diagram.

(CO2) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Mr Kapil Malhotra, a brand manager with a leading textile company in Calcutta, came to Mumbai to attend a seminar. Among other participants he met his old friend Anil Madan, currently with a pharmaceutical company in Bangalore and decided to spend a day with him. As they discussed their office and work Kapil suddenly said, "Actually our biggest regret is that my sincere work and efforts are never appreciated nor my superior performance is given due credit. In our organisation, only the right connections can give you rewards". Anil replied, "That happens in every organisation, though I am fortunate to have a boss, for whom the work and efforts are more important than our mere submission to her views. Our boss, Mrs. Reena Jain is one of the most capable person in the pharma industry today: Kapil was, however not impressed. He said, 'I, for one, am sure that women at top positions are very degrading and complexed. Its quite strange that men in your organisation are comfortable with her, as men find it very humiliating and a blow to their ego to take orders from women bosses.'" Further, he added, "Not only men, even women prefer male boss as and find women bosses a pain in the neck". His opinion is neither unique nor isolated but a typical mindset of majority of professionals, who view women bosses as a direct threat and incompetent. Its so common a perception that often a woman has to prove \S lt every step that she is capable and as competent as any man in her position. Anil then shared his own experiences of having a female boss. "I feel she is as competent and capable as anybody else. She is highly qualified and mature with no over-zealous need to prove herself or outperform other men to prove a point. She is perhaps the best negotiator and has an amazing ability to see things from our perspective. She has promoted team-participation and involvement at all levels of the organisation. A stickier of quality and commitment herself, she impresses even her critics at senior levels. Empathy, listening and team-building comes naturally to her. One thing I, now, truly believe is that the fact that she is a woman has brought a unique perspective to her style: Kapil remembered, an article on participative management, that says that autocratic managerial style is giving way to people oriented style. The article also said that women are more likely to succeed in the role of such leader.

Questions

- Illustrate the difference does it make, if you work under a female superior?
- Discuss the statement "Abilities and not gender make a boss good or bad".
- Outline What in your opinion, are unique and additional qualities a woman superior shows and brings in the organisation

(CO1) [Application]