

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester I - 2023 - 24 - BCM - 2023

**Course Code :** BBA1001

**Course Name :** Sem I - BBA1001 - Principles of Management

**Program :** BCM

**Date :** 21-DEC-2023

**Time :** 2:00 PM - 3:30 PM

**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. Describe the importance of management as goal oriented?  
(CO1) [Knowledge]
2. Describe the importance of management under the Henry fayols principles of management ?  
(CO1) [Knowledge]
3. F.W Taylor has highlighted certain studies which are classified under scientific management. Define time and motion study under scientific management.?  
(CO1) [Knowledge]
4. Plans are there to commit the various resources in an organization to specific outcomes for the fulfillment of future goals. Describe tactical plans that is commonly seen in management operations ?  
(CO2) [Knowledge]
5. State the difference between Procedural and Substantive Coordination.?  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Nestle© was one of the most successful food-based companies in the world. Set up by Henri Nestle in 1867, in Vevey, Switzerland, Nestle grew over the decades by acquiring smaller companies to become the largest company in Switzerland by the 1960s. Nestles product portfolio included soluble and roast coffee, other beverages like tea and health drinks, several mineral water brands, dairy products, chocolates and confectionery, ice cream, frozen food, culinary products, breakfast cereals, infant food, pet care, pharmaceutical products and cosmetics. By the end of 2002, the company employed more than 250,000 people in 508 factories around the world. Although it was one of the most successful companies in the world, Nestle was frequently criticized for using unethical marketing practices to promote the sales of some of its products. The company was severely condemned by health agencies around the world for its marketing of infant formula in developing countries, by conveying the message that the formula was better for babies than mothers' milk. Social responsibility of management is having a sense of duty to society and not just to their shareholders. Describe the nine important features of Social responsibility management that the above company has to adhere?

(CO1) [Comprehension]

7. A Tomford Sunglasses manufacturing company wants to become a market leader. For this a detailed planning is required. The first step taken by the firm is to set targets for the three months duration for selling maximum number of sunglasses in the market which they set as 2,50,000. The team does not want to make any mistake so they decide to do proper planning. They decide to chalk out alternative plans so that they can arrive at the best possible plan. However, the team is surrounded with doubts. To remove doubts, it goes for judging the plans to get the most profitable one. The plan is taken to the whole organisation and the concerned persons. Ultimately it is put into action. Without much caring for the results the company starts working on the other project simultaneously. Explain the seven-planning process which have been applied by the organisation in the above case?

(CO2) [Comprehension]

### PART C

#### ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Bhasin limited was engaged in the business of food processing and selling its products under a popular brand. Lately the business was expanding due to good quality and reasonable prices. Also with more people working the market for processed food was increasing. New players were also coming to cash in on the new trend. In order to keep its market share in the short run the company directed its existing workforce to work overtime. But this resulted in many problems. Due to increased pressure of work the efficiency of the workers declined. Sometimes the subordinates had to work for more than one superior resulting in declining efficiency. The divisions that were previously working on one product were also made to work on two or more products. This resulted in a lot of overlapping and wastage. The workers were becoming in disciplined. The spirit of teamwork, which had characterized the company, previously was beginning to wane. Workers were feeling cheated and initiative was declining. The quality of the products was beginning to decline and market share was on the verge of decrease. Actually the company had implemented changes without creating the required infrastructure.
- A) Illustrate the Principles of Management (out of 14 given by Henry Fayol) that were being violated by the company.?
- B) Demonstrate in your own words what the company management should take in relation to the above principles to restore the company to its past glory?

(CO1) [Application]