

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester I - 2023 - 24 - BBA - 2023

Date : 21-DEC-2023

Course Code : BBA2008

Time : 2:00 PM - 3:30 PM

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

Max Marks : 50

Program : BBA

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. **Why management is both an art and a science?** (CO1) [Knowledge]
2. **Top management is concerned with formulation of**
 - a) guidelines for supervisors.
 - b) long-term plans.
 - c) short-term plans
 - d) None of these.(CO1) [Knowledge]
3. **What is the significance of management in achieving organizational goals?** (CO1) [Knowledge]
4. **What are the key types of plans used in the planning process?** (CO2) [Knowledge]
5. **Why Elton mayo is called the father of human relations theory?** (CO2) [Knowledge]

PART B**ANSWER ALL THE QUESTIONS****(2 X 10 = 20M)**

6. Alex 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 Alex 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 Alex 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.

(CO1) [Application]

7. Mr Sundar is planning to start a garment manufacturing company and wants to ensure that employees working in his organization are given proper and timely directions related to work, resources should be effectively utilized, and there has to be harmony and role clarity in the organization. None of the employees should be overloaded with work so that the employees in the organization feel comfortable and committed. In the light of the given case, explain and apply the fourteen principles proposed by Henry Fayol.

- i. Explain also how these principles can help Mr Sundar in effectively managing his company

(CO2) [Application]

PART C**ANSWER THE FOLLOWING QUESTION****(1 X 20 = 20M)**

8. Zenith Electrical Ltd is true to its name the leader among comparable companies in the industry. Since its formation, the company has progressed aggressively. The excellent performance of the company is mainly due to its managing director who is widely respected for his qualities of head and heart. His deputy is no less. An ex – army officer, he is known for his meticulous planning and dogged determination to accomplish. Ever on the look out for moves to close or narrow the gap between the objectives and possibilities of their accomplishment, the managing director hired a management consultant to suggest ways and means of increasing the return on investment. The consultant made the following report. To my mind there are three ways in which the company could increase return on investment. One is to increase the sales volume, this can be done by 1. Introduction of new products 2. Improvement of the existing products 3. Modification of the price structure 4. Improvement in distribution and after sale service 5. Effective training to sales personnel 6. Intensive advertising 7. Increase in production capacity The second way to increase return on investment is to increase profits. This can be achieved by 1. Increase in prices 2. Cost reduction 3. Elimination of unprofitable products 4. Extension of credit facilities to customers 5. Reduction in investment on inventories The third way is to reduce assets (as also capital) while maintaining the current profits so that the rate of return on investment moves up. Please follow the prescribed format for writing the case study analysis. Marks would be awarded on the basis of the format.

Questions:

1. Discuss the cost – benefit implications of the various alternatives.
2. Discuss as a managing director yourself, what set of alternatives would appeal to you the most and why?
3. Discuss what set of management principles and practices can you adapt to analyze this case?

(CO1) [Application]