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**Presidency University**

**Bengaluru**

**SCHOOL OF LAW**

**Make-Up Examinations, July 2024**

**Date**: 05-07-2024

**Time**: 9:30 AM -12:30 PM

**Max Marks**: 100

**Weightage**:50%

**Semester**: I

**Course Code**: BBL3001

**Course Name**: Management and Behavioral Practices

**Program:** BBL

**Instructions:**

1. *Read the all questionscarefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any Four Questions. (4Qx 5M=20M)**

1. Develop a motivational strategy for a company that incorporates elements from different motivational theories. (CO1) [Understanding]
2. Analyze how control steps analysis can be used to identify the root causes of performance deviations in a manufacturing process. (CO1) [Understanding]
3. Describe how communication plays a vital role in the process of providing clear direction to a team.

 (CO2) [Remember]

1. Apply McClelland's Need Theory to analyze and improve employee motivation in a workplace scenario.

 (CO1) [Understanding]

1. List the different types of organizational structures.

 (CO2) [Remember]

1. Explain the concept of departmentation and its significance in organizational structure.

 (CO1) [Understanding]

**Part B**

**Answer any Four Questions. (4Qx 10M=40M)**

1. Design a comprehensive decision-making process for a start-up that incorporates risk assessment and contingency planning.

 (CO4) [Application]

1. Illustrate the various techniques that the nature of planning aligns with the concept of defining goals and objectives?

 (CO1) [Understanding]

1. Determine how the formation of SMART (Specific, Measurable, Achievable, Relevant, Time-bound) criteria relates to the setting of MBO objectives. (CO1) [Understanding]
2. Assess the relevance of Fayol's principles in the context of modern organizations and the challenges they face in the 21st century. . (CO1) [Understanding]
3. Compare and contrast the assumptions and implications of Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory.

 (CO2) [Remember]

1. Design a comprehensive strategy for preventing the escalation of line-staff conflict.

 (CO4) [Application]

**Part C**

**Answer any TWO Questions. (2 Qx 20 M=40M)**

1. A company, which manufactures a popular brand of toys, has been enjoying good market reputation. It has a functional organizational structure with separate departments for Production, Marketing, Finance, Human Resources and Research and Development. Lately to use its brand name and also to cash on to new business opportunities it is thinking to diversify into manufacture of new range of electronic toys for which a new market is emerging. . (CO4) [Application]
2. Prepare a report regarding organization structure giving concrete reasons with regard to benefits the company will derive from the steps it should take.
3. For the last three years, Mahagun Industries is not functioning smoothly and systemically. The relations between management and employees are becoming bitter day by day. After a complete analysis, it was observed that employees are not working effectively and efficiently and management is not fulfilling its commitment of increments and promotions. . (CO4) [Application]

Q) Can the problem be solved if only management becomes in fulfilling its promises? Suggest the appropriate course of action to achieve smooth and systematic functioning.