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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: I

**Course Code**: COM2003

**Course Name**: Contemporary Management

**Program:** B.COM

**Date**: 01 July 2024

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

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully 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 FIVE Questions. (5 Q x 2 M = 10 M)**

1. What is Change management and list the factors affecting change management.  (C.O.No.5) [Knowledge]

2. List any 4 types of Barriers of Communication (C.O.No.4) [Knowledge]

3. Define Human Resource Planning  (C.O.No.3) [Knowledge]

4. List the Techniques of Managerial Control (C.O.No.4) [Knowledge]

5. Describe the concept of flat organization with an example. (C.O.No.2) [Knowledge]

6. Mention the Principles of Scientific Management (C.O.No.1) [Knowledge]

7. What is Maslow's hierarchy of needs? (C.O.No.1) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

1. Effective functioning of a company can be ensured by adhering to certain principles, rules and regulations that have been developed by expertise in the area of management through extensive research. Explain principles of Management and benefits of following the same to an organization. (C.O.No.1) [Comprehension]
2. Management theories would have been developed years ago, but the principles proposed by them hold good even from the present industrial scenario. Describe the scientific principles proposed by FW Taylor and its applicability at workplace with examples.

(C.O.No.2) [Comprehension]

10. Imagine you're the CEO of a manufacturing company facing production delays. Which managerial control techniques would you prioritize to identify and address the issue?  (C.O.No.4) [Comprehension]

11. Describe a real-world example of a controlling process in action, such as quality control in a manufacturing plant or financial control in a business.

(C.O.No.4) [Comprehension]

12. Develop a checklist of key tasks and considerations for each stage of the HR planning process, ensuring a comprehensive and actionable plan. (C.O.No.3) [Comprehension]

13. Compare and contrast two influential leadership theories, How might they influence the culture and performance of different organizations? (C.O.No.3) [Comprehension]

14. Imagine you're a manager in a company experiencing rapid growth. What types of changes would you need to implement to manage this growth effectively?

(C.O.No.5) [Comprehension]

**Part C**

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

15. A. Explain the fundamental stages involved in any planning process.  
B. Explain the Advantages and Disadvantages of MBO (C.O.No.2) [Application]

16. Explain steps in the process of organizing  (C.O.No.3) [Application]

17. Mr A has a garment manufacturing company and he is willing to manage it in an organized and disciplined manner to ensure better utilization of manpower and resources in the organization. Apply fourteen principles of Henry Fayol in relation to the above-mentioned context and help Mr A to understand the applicability of each principle at workplace.

(C.O.No.1) [Application]