

## End Semester Examination (2021-22)-Odd Semester

### BBA/BBA (BA)/B.Com (Hons.) – I Year (I sem)

**Course Name: Principles of Management**

**Code: BMG1004**

**Time: 02 Hours**

**Max Marks: 60**

University Roll No.

(To be filled by the Student)

**Note: Please read instructions carefully:**

- The question paper has 03 sections and it is compulsory to attempt all sections.
- All questions of Section A are compulsory; questions in Section B and C contain choice.

<b>Section A: Very Short Answer type Questions</b>		<b>BL</b>	<b>CLO</b>	<b>Marks (10)</b>
<b>Attempt all the questions. Answer question in 50-75 words.</b>				
1.	What are the functional areas of management?	BL1	CLO1	02
2.	What do you mean by training?	BL1	CLO3	02
3.	Define Motivation with a suitable example.	BL1	CLO4	02
4.	What do you understand by Business forecasting?	BL1	CLO2	02
5.	Discuss various reasons of organizational conflict.	BL2	CLO4	02
<b>Section B: Short Answer Type Questions</b>		<b>BL</b>	<b>CLO</b>	<b>Marks (30)</b>
<b>Attempt any 03 out of 05 questions.</b>				
1.	Distinguish Management from Administration.	BL4	CLO1	10
2.	Explain the methods of performance appraisal.	BL2	CLO3	10
3.	Describe the various steps involved in the process of organizing.	BL2	CLO2	10
4.	Distinguish between hygiene and motivation factors. To what extent is Herzberg's theory of motivation useful in practical management?	BL4	CLO4	10
5.	Explain the contribution of modern theory to the study of management. How is it different from classical theory?	BL2	CLO1	10

<b>Section C: Case Study: read the case and Attempt any 01 out of 03 questions.</b>		<b>BL</b>	<b>CLO</b>	<b>Marks (20)</b>
	<p>"Radiant Industries" manufactures electrical stamping; it supplies 50% of its output in domestic market and 50% in international market.</p> <p>As on date, it is doing well in the domestic market, while it is unable to capture the international market successfully. Market research has identified the following reasons for this:</p> <ol style="list-style-type: none"> <li>I. Intense competition in the international market, as the product is not new there.</li> <li>2. Quality is not up to the international standards.</li> </ol> <p>However, the product is new to the domestic markets, thus, is readily acceptable here. The Managing Director (MD) of the company is worried about its international operations and, thus, holds a meeting with Finance and Marketing managers (major departmental heads) to analyze the issue. After extensive discussion, Marketing manager came to the conclusion that the firm should continue working in the international markets, as he feels that the firm might face competition in the domestic market which may drive the firm out. So, he wants to improve quality up to the international level and introduce product differentiation. The Finance Manager however is not very pleased with this opinion; as quality enhancement up to the international levels would require huge amount of capital investment; and the firm at present is not in a position to finance it. This would require some time; thus, the Marketing Manager's plan cannot be implemented immediately. The MD knows that product differentiation and quality enhancement is a long-term procedure; but going with the opinion of Marketing Manager; he wants to continue its operations in the international markets. The result was increasing losses for the company. The departmental managers then suggested the MD to reduce the sales targets in foreign markets and plan accordingly. The MD didn't listen. The company came close to bankruptcy.</p>			
1.	Examine the decisions of Marketing Manager and Finance Manager.	BL4	CLO2	20
2.	Examine the reasons that account for company's failure.	BL4	CLO2	20
3.	Illustrate the importance of product differentiation.	BL4	CLO2	20

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