

End Semester Examination (2021-22)-Odd Semester

Integrated BBA.LL.B. (Hons.)- I Year (I Sem)

Course Name: Introduction to Management

Code: BMG 1001-LA

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.

Section A: Very Short Answer type Questions		BL	CLO	Marks
Attempt all the questions.				(10)
1.	Define Management. Discuss the nature of Management.	BL 2	CLO1	02
2.	What is Operational Planning?	BL 1	CLO2	02
3.	What are the advantages of training program for employees in an organization?	BL 1	CLO1	02
4.	Explain the importance of Induction (Orientation) for a new employee in an organization.	BL 2	CLO3	02
5.	Management is universal in nature. Explain.	BL 5	CLO1	02
Section B: Short Answer Type Questions		BL	CLO	Marks
Attempt any 03 out of 05 questions.				(30)
1.	Discuss the contribution of Henry Fayol in development of management thought.	BL 2	CLO2	10
2.	How recruitment is different from selection?	BL 3	CLO2	10
3.	Discuss the common difficulties during decision making process.	BL 2	CLO1	10
4.	Discuss the planning premises that are affecting planning in an organization by considering both Internal & External factors.	BL 1	CLO3	10
5.	Examine why Organizational conflicts take place & what are its potential resolving methods?	BL 3	CLO2	10

Section C: Long Answer Type Questions/Case Study		BL	CLO	Marks (20)
Read the case and Attempt any 01 out of 03 questions.				
<u>Case Study:</u>				
<p>Ms. Shailly has been working as Personnel Manager of the Chickware Clothing Co. which manufactured children's clothing and accessories. She had just returned from a management development seminar, where considerable attention had been given to motivation and especially the theories of Maslow and Herzberg. Impressed by Maslow's clear hierarchy of needs and Herzberg's hygiene-motivators theory, she felt that the Company could immediately make practical use of them. She liked the simplicity of these two approaches to motivation and feeling that the Company's wage and salary levels were among the best in the industry, she was convinced that the company should concentrate on Herzberg's motivators.</p> <p>As a result. Ms. Shailly was able to convince the Executive Committee of the Company to embark on various programs of emphasizing recognition, advancement, greater personal responsibility, achievement, and making work more challenging. After the various programs emphasizing these factors had been in operation for a number of months, she was puzzled to find that the results were not as she had expected.</p> <p>Clothing designers appeared to react enthusiastically to the programs, although some felt that these were a poor substitute for higher pay. Sales people took the position that they already had a challenging job, achievement was that their sense of fulfilled by exceeding their sales quotas, that their recognition was in their commission cheques, and that all these new programs were a waste of time with them. Cutters, sew masters, pressers and packagers mixed had feelings. Some responded to the recognition they got from the programs, others regarded it as a managerial ploy to get them to work harder without any increase in pay. Their union leader, agreeing with the latter openly criticized the group program.</p> <p>With reactions so variable Ms. Shailly came under considerable criticism by the Company's top officers, who believed that they had been taken in by an overzealous Personnel Manager.</p>				
1.	Make your comments on this case by illustrating various motivational models.	BL 3	CLO3	20
2.	Explain the Maslow and Herzberg's theories of motivation as they apply to this case.	BL 4	CLO3	20
3.	To what extent, and how, is Money is an effective motivator? Discuss	BL 5	CLO3	20