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Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA-Hons-2023/BBA(DM)-Hons-2023/BBA-Hons-2024/BBA(DM)-
Hons-2024/BBA(BA)-Hons-2024

Course Name – Principles of Management and Organizational Behaviour

Course Code - BBA10101/BBD10101/BBB10101

(Semester I)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select which one is a rule of thumb that managers use to simplify decision making.
 - a) Heuristics
 - b) Framing
 - c) Sunk - costs
 - d) None of these
- (ii) Select the odd one.
 - a) Goals
 - b) Motivation
 - c) Policies
 - d) Objective
- (iii) Planning is predicted as:
 - a) Pervasive
 - b) Futuristic
 - c) Continues
 - d) All of these
- (iv) Select the correct option: Organizing deals with-
 - a) Division of work
 - b) Decentralizing activities
 - c) Centralization activities
 - d) None of these
- (v) In present context, identify the challenges for organizational behaviour-
 - a) Employee expectation
 - b) Workforce diversity
 - c) Globalization
 - d) All of these
- (vi) Identify which management theory emphasizes the importance of adaptability and situational analysis in decision-making.
 - a) Scientific Management
 - b) Human Relations Theory
 - c) Systems Theory
 - d) Contingency Theory
- (vii) Identify the factor(s) to be considered for establishing the company's objectives.
 - a) Personnel available
 - b) Total expected demand
 - c) Market area to be covered
 - d) All of these
- (viii) Identify the correct statement:

- a) There is scope for specialization in line Organization
 b) It is difficult to fix responsibility in line organization
 c) The line of authority in line Organization is vertical
 d) Line organization is only suitable for large-scale operation
- (ix) When a manager decides who will get funds, plans out agendas, make budgets etc., identify, which following Mintberg's roles of manager are they performing?
 a) Informational Role of Manager
 b) Interpersonal Role of manager
 c) Decisional Role of manager
 d) Resource Allocator
- (x) Match the following statement with the principle of 'Division of work'.
 a) Work should be divided into small tasks
 b) Labor should be divided
 c) Resource should be divided among jobs
 d) It leads to specialization
- (xi) Identify primary purpose of controlling.
 a) To punish employees for mistakes
 b) To achieve organizational goals
 c) To assign blame for failures
 d) To micromanage employees
- (xii) Choose the correct option: leadership in management is primarily concerned with-
 a) Planning
 b) Controlling
 c) Influencing
 d) Organizing
- (xiii) Choose the leadership style that focuses on serving others and putting their needs first.
 a) Transformational
 b) Transactional
 c) Servant
 d) Laissez-faire
- (xiv) Choose what does SWOT stand for in the context of leadership and management.
 a) Strengths, Weaknesses, Opportunities, Threats
 b) Situational, Widespread, Organizational, Tactical
 c) Success, Weaknesses, Opportunities, Trends
 d) Strategic, Workforce, Organizational, Targets
- (xv) Choose the leadership style that encourages employees to take ownership of their work and make decisions independently.
 a) Autocratic
 b) Democratic
 c) Laissez-faire
 d) Transactional

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the interpersonal role of a manager. (3)
3. Write short notes on leadership grid. (3)
4. Illustrate the external factors affecting the leadership. (3)
5. Explain the importance of decision making in the organizational context. (3)
6. Illustrate the factors affecting motivation. (3)

OR

Compare Theory X and Theory Y of motivation. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define business level strategic planning and examine the key steps involved in this planning. (5)
8. Differentiate between formal organization and informal organization. (5)
9. Sketch the difference between Transactional and Transformational Leadership. (5)
10. Examine Maslow's Need Hierarchy theory of motivation briefly. (5)
11. Explain the concept of motivation and analyze its need. (5)
12. Explain the advantages and disadvantages of goal-setting theory. (5)

OR

Deduce the steps of goal-setting theory in the workplace.

(5)

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