



## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA LL.B.-2022/BBA LL.B.-2023/BBA LL.B.-2024

Course Name – Management Theory and Practice/Management Theory and Practice

Course Code - BBALLB101

( 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. Choose the correct alternative from the following : 1 x 15=15

(i) Predict contents of Memorandum of association of a firm .

a) Rules regarding the internal management of the company      b) Rules regarding the constitution and activities of the company

c) Rules regarding the external management.      d) Rules regarding the constitution.

(ii) Predict a person owning and running a small firm.

a) A manager-owner      b) An owner-manager.

c) A professional adapter.      d) An enterprise worker.

(iii) Choose the contents of the Markets and Competitors section of a business plan.

a) A statement of the target market.      b) The size of each market segment

c) The key characteristics of buyers in each business segment      d) All of these

(iv) Predict name for vertical job loading.

a) Job analysis      b) Job enrichment

c) Job evaluation      d) Job enlargement

(v) Choose minimum no of members in case of public company according to Companies Act, 2013.

a) 2      b) 7

c) 8      d) 9

(vi) Name the acronym of SWOT.

a) Special Weapons for Operations Timeliness      b) Services, Worldwide Optimization, and Transport

c) Strengths Worldwide Overcome Threats      d) Strengths, Weaknesses, Opportunities, and Threats

(vii) Predict the nature of joint venture.

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a) Two firms collaborate together on a specific project  
 b) One firm licenses its intellectual property to another firm  
 c) Two firms merge together  
 d) Two firms come together to form a third, legally separate firm

(viii) Predict cooperation between two or more organizations with a common objective, shared control, and contributions in terms of resources, skills, and capabilities by the partners for mutual benefits.

a) Strategic alliance  
 b) Joint venture  
 c) Merger  
 d) Acquisitions

(ix) Predict the strategy when a company enters into a downstream activity with respect to the same product line.

a) Backward integration  
 b) Horizontal integration  
 c) Acquisition  
 d) Forward integration

(x) Identify the person who conducted Hawthorne experiment.

a) Elton Mayo  
 b) Henry Fayol  
 c) F.W. Taylor  
 d) A. Maslow

(xi) Select the name of the tool through which managerial functions are settled by managers.

a) Planning  
 b) Decision Making  
 c) Effective Control  
 d) Authority

(xii) Indicate the theory proposed by Clayton Alderfer.

a) Theory X and Theory Y  
 b) Hierarchy of Needs  
 c) ERG Theory  
 d) N Ach Theory

(xiii) Identify the person who proposed Cognitive theory of learning.

a) Skinner  
 b) Pavlov  
 c) Tolman  
 d) Piaget

(xiv) Predict the childish, irrational, never satisfied, demanding state of human mind.

a) Ego  
 b) Super ego  
 c) Negative ego  
 d) Id

(xv) Select the type of personality trait that commonly makes poor decisions due to fast occurrences.

a) Type A  
 b) Type B  
 c) Self-monitors  
 d) Extroverts

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Enumerate management roles. (3)  
 3. Describe N Ach Theory of McLelland. (3)  
 4. Describe positive and negative motivation. (3)  
 5. Describe Alderfers ERG theory. (3)  
 6. Illustrate organizational politics. (3)

OR

Explain path goal theory of leadership. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe Personality determinants. (5)  
 8. Describe Big Five Personality Trait Model. (5)  
 9. Describe Type A personality characteristics. (5)

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10. Explain the hygiene factors critically. (5)  
11. Assess adult ego. (5)  
12. Estimate the differences between formal and informal group. (5)

**OR**

Estimate the differences between power and authority. (5)

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