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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – BBA(HM)-Hons-2024
Course Name – Principles and Practices of Management
Course Code - BHM10002
(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) Outline the key elements involved in effective leadership.

a) Vision, delegation, micromanagement
b) Influence, inspiration, communication
c) Supervision, rewards, discipline
d) Decision-making, control, monitoring

(ii) Show how motivation can be achieved according to motivational theories:

a) By enforcing strict rules and regulations
b) Through recognition, rewards, and understanding individual needs
c) By reducing employee workload
d) Through financial incentives alone

(iii) Choose the correct description of delegation:

a) Assigning all tasks to a single employee
b) Empowering employees by assigning them specific tasks or decision-making authority
c) Avoiding the assignment of tasks to others
d) Reserving all decision-making power for managers

(iv) Select the steps involved in the supervision of performance:

a) Monitoring, evaluation, and corrective actions
b) Planning, delegating, and ignoring feedback
c) Controlling, restricting, and punishing
d) Observing, criticizing, and replacing employees

(v) Outline the element of Vroom's Expectancy Theory that refers to the belief that performance will lead to a specific outcome.

a) Expectancy
b) Instrumentality
c) Valence
d) Goal commitment

(vi) Find the skill that involves understanding and managing emotions effectively.

a) Technical Skills
b) Conceptual Skills
c) Emotional Intelligence
d) Analytical Skills

(vii) Choose the place where Peter Drucker first introduced the concept of 'Management by Objectives.

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a) In his book "The Practice of Management"
b) At a Harvard Business Review article
c) In a lecture at Stanford University
d) In the "Wall Street Journal"

(viii) Show the function of management concerned with placing the right person in the right job.

a) Staffing
b) Planning
c) Directing
d) Controlling

(ix) Show the function performed by the Top-Level Management to ensure proper execution of plans and policies.

a) Preparing daily activity plans
b) Setting up an organizational framework
c) Representing workers' grievances
d) Motivating employees

(x) Select from the following that is not a merit of functional structure.

a) It promotes control and coordination within a department.
b) It makes training employees easier, as the focus is only on a limited range of skills.
c) It ensures that different products get due attention.
d) It leads to occupational specialization.

(xi) Identify the correct sequence of steps involved in the Organising process.

a) Departmentalisation, Identification and division of Work, Establishing reporting relationship. , Assignment of duties
b) Establishing reporting relationship, Departmentalisation, Identification and division of Work, Assignment of duties
c) Departmentalisation, Identification and division of Work, Assignment of duties, Establishing reporting relationship
d) Identification and division of Work, Departmentalisation, Assignment of duties, Establishing reporting relationship

(xii) Infer the type of planning that involves preparing for unexpected events or crises.

a) Tactical Planning
b) Contingency Planning
c) Operational Planning
d) Financial Planning

(xiii) Interpret the importance of planning premises in decision-making.

a) They create confusion in planning
b) They provide assumptions for effective decision-making
c) They eliminate the need for planning
d) They focus solely on internal factors

(xiv) Identify the type of control that is future-oriented and helps prevent deviations.

a) Feedback control
b) Preventive control
c) Concurrent control
d) Operational control

(xv) Choose the principle that encourages managers to focus on areas with significant deviations from standards.

a) Management by Exception
b) Preventive control
c) Quality control
d) Concurrent control

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Group-B

(Short Answer Type Questions) 3 x 5=15

2. Classify the steps involved in organizing process in management. (3)
3. List any three importance of management. (3)
4. Develop your answer regarding the role of decision making in managing risks. (3)
5. Show examples of communication channels and their impact on achieving organizational goals. (3)
6. Classify the risk management control function in healthcare, and its key components. (3)

OR

List out the challenges that associated with implementing effective control systems in an organization. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Build your answer on the five major types of planning. (5)
8. List competitive forces within an industry using porter's five forces model to understand strategic positioning. (5)
9. Compare between traditional control techniques like budgetary control and modern techniques such as the Balanced Scorecard. (5)
10. Show the way effective communication impacts the directing process in an organization. (5)
11. Explain the way leadership influences guidance and direction, motivation and morale, organizational culture, change management, employee development, and innovation. (5)
12. Compare and contrast the concepts of line authority and staff authority in an organization. (5)

OR

Discover the role of organizing in the management process. (5)

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