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## BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA LL.B.-2022/BBA LL.B.-2023/BBA LL.B.-2024/BBA LL.B.-2025

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

Course Code - BBALLB101

( Semester I )

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

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) 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.

(ii) Predict name for vertical job loading.

- a) Job analysis  
b) Job enrichment  
c) Job evaluation  
d) Job enlargement

(iii) Predict the acronym KRA.

- a) Key recruitment areas  
b) Key result areas  
c) Key remuneration areas  
d) None of these

(iv) 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

(v) Tell the uniqueness of strategic management that makes it different from other types of management.

- a) It is interdisciplinary  
b) It has an external focus  
c) It has an internal focus  
d) It concerns the present direction of the organization

(vi) Identify the issue considered in developing corporate strategies.

- a) What direction are we going?  
b) What resources do we have to implement our strategies?  
c) What businesses are we in and what to do with those businesses?  
d) What businesses are we in?

(vii) Predict the nature of joint venture.

- 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) Identify the person who proposed Scientific Management approach.
- a) Elton Mayo  
 b) Henry Fayol  
 c) F.W. Taylor  
 d) A. Maslow
- (x) Identify the person who conducted Hawthorne experiment.
- a) Elton Mayo  
 b) Henry Fayol  
 c) F.W. Taylor  
 d) A. Maslow
- (xi) Identify the person who proposed Administrative Theory.
- a) Elton Mayo  
 b) Henry Fayol  
 c) F.W. Taylor  
 d) Max Weber
- (xii) Select the determinants of structure of human mind.
- a) Id  
 b) Ego  
 c) Super Ego  
 d) All of the mentioned
- (xiii) Indicate the theory proposed by Clayton Alderfer.
- a) Theory X and Theory Y  
 b) Hierarchy of Needs  
 c) ERG Theory  
 d) N Ach Theory
- (xiv) Identify the person who proposed Need for Achievement Theory.
- a) McClelland  
 b) Alderfer  
 c) Maslow  
 d) Herzberg
- (xv) Identify the person who proposed Cognitive theory of learning.
- a) Skinner  
 b) Pavlov  
 c) Tolman  
 d) Piaget

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define organizational behavior. (3)  
 3. Describe the process of planning. (3)  
 4. Describe the process of organizing. (3)  
 5. Enumerate management roles. (3)  
 6. Evaluate formal communication. (3)

OR

Illustrate organizational politics. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe the theories given by Taylor. (5)  
 8. Describe the objectives and process of MBO. (5)  
 9. Describe different types of plan. (5)  
 10. Discuss the concept planning is looking ahead but control is looking back. (5)  
 11. Evaluate the sender-oriented barriers of communication. (5)  
 12. Evaluate the medium barriers of communication. (5)

OR

Evaluate the ways of controlling destructive politics in an organization. (5)