16431

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

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA(HM)-Hons-2024/BBA(HM)-Hons-2025
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) Identify the type of organizational structure that benefits from participative leadership.

a) Centralized b) Decentralized
c) Hierarchical d) Linear

(ii) Choose the factor that significantly impacts leadership effectiveness by providing a framework for operations.

a) Organizational structure b) Resources and support
c) Policies and procedures d) Feedback mechanisms

(iii) Name the level of Management, responsible for formulating plans and policies in an organization.

a) Lower-Level Management b) Middle-Level Management
c) Top-Level Management d) Supervisors

(iv) Choose the level of Management, responsible for recruiting and selecting suitable employees in an organization.

a) Lower-Level Management b) Middle-Level Management
c) Top-Level Management d) Operational workers

(v) Select the person known for introducing the concept of "power-with" in management theory.

a) Frederick Taylor b) Henri Fayol
c) Elton Mayo d) Mary Parker Follett

(vi) Which step of the planning process, the best and most feasible plan will be chosen to be implemented?

a) Selecting an alternative b) Evaluating alternative course of action
c) Setting up objective d) Developing Premises

(vii) Which step of the planning process pros and cons of each alternative is examined?

a) Developing Premises b) Setting up Objective
c) Evaluating alternatives course of action d) Selecting an alternative premises

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

(viii) Select the form of organization known for giving rise to rumors is called-

a) Centralised organization
b) Decentralized organisation
c) Formal organization
d) Informal organization

(ix) Relate the type of organisational structure which facilitates occupational specialisation.

a) Functional structure
b) Horizontal structure
c) Network structure
d) Divisional structure

(x) Relate the function that can be delegated.

a) Responsibility
b) Authority
c) Accountability
d) All of these

(xi) Select the type of planning focused on expanding an organization's market share or capabilities.

a) Project Planning
b) Strategic Growth Planning
c) Human Resource Planning
d) Marketing Planning

(xii) 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

(xiii) Name the process that helps define an organization's direction and allocate resources to pursue it.

a) Operational Planning
b) Strategic Planning
c) Tactical Planning
d) Crisis Management

(xiv) Identify the main purpose of controlling in management.

a) Increase profits
b) Align activities with goals
c) Control employee behavior
d) Improve employee satisfaction

(xv) Outline the characteristic of controlling that involves monitoring ongoing processes in real time.

a) Feedback control
b) Concurrent control
c) Strategic control
d) Financial control

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Explain any three functions of "Lower-Level Management". (3)
3. Interpret the role of planning as a primary management function. (3)
4. List any three importance of management. (3)
5. Illustrate the primary objective of organizing in management. (3)
6. Explain the importance of controlling as a function of management. (3)

OR

Explain the steps that contribute to effective management . (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Identify the types of planning premises in business management. (5)
8. Develop your answer on the principle of harmony, not discord, in Taylor's Scientific Management Theory. (5)
9. Explain the concept of departmentalization and also the different types of departmentalization. (5)
10. Identify the role of guidance and supervision in directing. (5)
11. Explain in your own words: Maslow's Hierarchy of Needs and its application in the workplace. (5)
12. Explain the principles of effective control in management. (5)

OR

Evaluate the importance of integrating control with planning in an organization. (5)

****

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