



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA-2022/MBA(HM)-2022/MBA-2023/MBA(HM)-2023
Course Name – Management Process and Organizational Behaviour/Principle of
Management & Organisational Behaviour

Course Code - MBA105/MBAHM101
(Semester I)

Library
Brainware University
399, Park 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) Leadership is the activity of influencing people to strive willingly for group objectives. This statement is explained by
 - a) George R. Terry
 - b) Harris Thomas A.
 - c) Davis, Keith
 - d) Rensis Likert
 - (ii) _____ is the process of prioritizing people to action to accomplish goals.
 - a) Bonus
 - b) Motivation
 - c) Performance-based Incentive
 - d) Promotion
 - (iii) Devise the psychological process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment is the definition of
 - a) Attitude
 - b) Thinking
 - c) Perception
 - d) personality
 - (iv) Evaluate from the following, that is not a part of the hygiene factor of the two-factor theory
 - a) Company policy
 - b) Administration
 - c) Responsibilities
 - d) Interpersonal Relations
 - (v) Mr. X is the only person in the company with expertise in the E-Commerce field. Evaluate this source of power is concluded as
 - a) Reward Power
 - b) Knowledge Power
 - c) Reference power
 - d) none of these
 - (vi) Coordination is recognize as
 - a) a management function
 - b) the essence of management.
 - c) an objective of management.
 - d) a social objective.
 - (vii) Identify the position of Managing Director in the level of management in a large company.
 - a) Top
 - b) Middle

- (viii) Management is recognize as a _____ directed process as it aims at
 - a) Continuously
 - b) Future
 - c) Goal
 - d) Deliberately
- (ix) Visualizing the function of Management related to placing the right person at the right job is
 - a) Organizing
 - b) Staffing
 - c) Planning
 - d) Controlling
- (x) Identify what theory Y includes?
 - a) In general, for most people, the excuse of physical and mental effort in work and play is as natural in play or rest
 - b) Man will exercise self control in those spheres where the objectives tally with his own
 - c) The capacity for developing and utilising their capacities, knowledge and skill does exist in people
 - d) All of these
- (xi) "Unity of Command " principle of effective direction indicate:
 - a) Subordinates should be responsible to one superior
 - b) There should be unity amongst subordinates
 - c) There should be unity amongst superiors
 - d) A superior can supervise a limited number of subordinates
- (xii) Identify the developer of 'Two Factors theory' of Motivation?
 - a) Herzberg
 - b) Lawless, David. J.
 - c) A. H. Maslow
 - d) Porter, Lyman W. and Hackman
- (xiii) Choose from the following which is not an economic objective of the business:-
 - a) Social environment
 - b) Survival
 - c) Profit
 - d) Growth
- (xiv) Relate coordination is recognize as
 - a) a management function.
 - b) the essence of management
 - c) an objective of management.
 - d) a social objective.
- (xv) Organization structure primarily explain
 - a) how activities are coordinated & controlled
 - b) how resources are allocated
 - c) the location of departments and office space
 - d) the policy statements developed by the firm

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. What are the differences between an open system and a closed system? (3)
- 3. Differentiate strategic planning from operational planning. (3)
- 4. Explain the difference between strategy and policy. (3)
- 5. Illustrate non-behavioural techniques of OD Intervention (3)
- 6. "Absolute rationality in decision making is an illusion". Justify the statement with examples. (3)

OR

Justify the skills required by a manager as he moves up the hierarchy. What methods do you suggest to equip the managers with those skills? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Compare and contrast different theories of personality, evaluating their applicability in understanding specific aspects of individual differences and behaviors. (5)

8. Analyse Henri Fayol's fourteen principles of management, illustrating how they are still applied in contemporary organisations. (5)
9. Assess the advantages and disadvantages of various personality measurement methods, considering their validity, reliability, (5)
10. Describe in brief the planning process. (5)
11. Differentiate between formal organization and informal organization (5)
12. Choose an organizational structure and management strategy for a startup company that incorporates the five functions of management proposed by Henri Fayol. (5)

OR

Evaluate the similarities and differences between the scientific management approach of Frederick Taylor and Henri Fayol's principles of management. (5)

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