



# BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(HM)-Hons-2023

Course Name – Principles and Practices of Management

Course Code - BHM10102

( Semester I )

Library  
Brainware University  
390, 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 :
- Name of the option that is not considered one of the classical functions of management according to Fayol
    - Planning
    - Organizing
    - Leading
    - Controlling
  - Describe the primary goal of management according to the principles of management
    - Increasing employee satisfaction
    - Achieving organizational objectives
    - Maximizing profits
    - Minimizing costs
  - Name of management principle that suggests that each employee should report to only one manager to avoid confusion and conflicting instructions
    - Unity of command
    - Chain of command
    - Scalar chain
    - Division of labor
  - Select the scope of management
    - Planning, organizing, leading, and controlling.
    - Only planning and organizing.
    - Only leading and controlling.
    - Controlling and directing.
  - Illustrate an organogram
    - A visual representation of an organization's structure
    - A financial report
    - A marketing strategy
    - A production schedule
  - Predict a factor that is not affecting organizational design
    - Employee personalities
    - Organizational strategy and goals
    - Company size and complexity
    - Technology and environment
  - Interpret decentralization in an organization
    - Distributing decision-making authority to lower levels
    - Eliminating decision-making
    - Centralized decision-making
    - None of the above

- (viii) Write a purpose of controlling
- a) Encouraging inefficiency
  - b) Achieving organizational goals
  - c) Enhancing employee morale
  - d) Reducing profits
- (ix) Illustrate a common characteristic of Generation Z employees in the workplace
- a) Reliance on traditional forms of technology
  - b) Preference for face-to-face communication
  - c) Resistance to change
  - d) Desire for work-life balance
- (x) Identify a disadvantage of centralized planning
- a) Quick decision-making process
  - b) Promotes a sense of ownership among employees
  - c) Encourages innovation and creativity
  - d) Can be inflexible and slow to adapt
- (xi) Define the primary focus of business-level strategic planning
- a) Financial reporting and analysis
  - b) Competitive advantage in a specific market segment
  - c) Long-term vision and mission
  - d) Corporate governance and compliance
- (xii) Distinguish between decentralization and delegation
- a) Decentralization involves assigning tasks to lower levels, while delegation is about sharing information.
  - b) Decentralization and delegation are synonymous terms.
  - c) Decentralization involves sharing authority with lower levels, while delegation is the assignment of specific tasks.
  - d) Decentralization is only applicable in large organizations, while delegation is for small organizations.
- (xiii) Classify that is NOT a factor affecting organizational design
- a) Company size
  - b) Technology
  - c) Environment and external factors
  - d) Employee preferences
- (xiv) Select the primary purpose of an organizational structure
- a) To define the hierarchy and relationships within an organization
  - b) To determine the company's marketing strategy
  - c) To attract new customers
  - d) To increase employee salaries
- (xv) Interpret the importance of leadership in an organization
- a) It enforces strict rules and regulations
  - b) It helps in controlling employees
  - c) It eliminates the need for employee training
  - d) It fosters teamwork and collaboration

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain who was Abraham Maslow, and what is his contribution to motivation theory? (3)
3. Describe Strategic Planning? (3)
4. Explain why is Leadership Important in Organizations? (3)
5. Illustrate Line Roles in the Line and Staff Model? (3)
6. Summarize What is the Role of Coordination in Teamwork? (3)

OR

- Summarize How Can Control and Coordination Work Together in Management? (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define the basic meaning of management? Can you provide a brief overview of its key functions and processes? (5)
8. Label the primary functions of management? Provide a brief explanation of each function. (5)
9. Explain organisation objective setting (5)
10. Choose factors affecting affecting organizational design (5)
11. Distinguish between theory X and theory Y (5)

12. Evaluate concept of controlling.

OR

Justify the Importance of Motivation in the Workplace. How Does a Motivated Workforce Contribute to Organizational Success?

(5)

(5)

\*\*\*\*\*

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

Kolkata New Road  
Brainware University  
398, Ramkrishna Road, Barasat  
Kolkata, West Bengal-700125