



BRAINWARE UNIVERSITY

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Barasat, Kolkata -700125

Term End Examination 2023-2024

Programme – B.Com.(BF)-Hons-2021/B.Com.(AFB)-Hons-2022

Course Name – Principles and Practices of Management/Principles & Practices of Management

Course Code - BCMC303
(Semester III)

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) A manager is analyzing the budget variance to understand why actual expenses exceeded the planned budget. Recall which management function is being performed?
- a) Planning
b) Organizing
c) Controlling
d) Leading
- (ii) Identify which planning step involves developing broad approaches to achieve organizational goals?
- a) Developing Action Plans
b) Establishing Objectives
c) Resource Allocation
d) Formulating Strategies
- (iii) Identify the purpose of resource allocation in the planning process?
- a) To establish objectives
b) To develop action plans
c) To ensure effective execution
d) To assess environmental factors
- (iv) Choose which term refers to the clear chain of command and reporting relationships in a line and staff organization?
- a) Hierarchy
b) Matrix structure
c) Decentralization
d) Functional structure
- (v) Choose in a line and staff organization, who typically provides specialized advice but does not have direct authority over line departments?
- a) Line managers
b) Staff managers
c) Top-level executives
d) Middle managers
- (vi) Choose which department in a line and staff organization is most likely to be considered a staff department?
- a) Sales
b) Production
c) Research and development
d) Customer service
- (vii) Recall what should be the outcome of analyzing weaknesses in a SWOT analysis?
- a) Capitalizing on them
b) Ignoring them

- c) Mitigating or addressing them
d) Celebrating them
- (viii) Choose what is functional organization?
a) Organizing based on products
b) Organizing based on geographic locations
c) Organizing based on functions
d) Organizing based on customer segments
- (ix) Recall what does the "R" stand for in VRIO?
a) Rare
b) Routine
c) Responsive
d) Resilient
- (x) Choose the following is a benefit of functional organization?
a) Improved coordination between departments
b) Rapid decision-making
c) Enhanced customer focus
d) Efficient resource utilization
- (xi) Choose which type of departmentation groups employees based on the products or services they work on?
a) Functional departmentation
b) Product departmentation
c) Matrix departmentation
d) Geographic departmentation
- (xii) Identify in delegation, what does the "span of control" refer to?
a) The number of tasks a manager can handle simultaneously
b) The distance between managers and subordinates
c) The authority given to employees
d) The duration of a delegated task
- (xiii) Tell what does SWOT analysis stand for in the planning process?
a) Strengths, Weaknesses, Opportunities, Threats
b) Strategy, Work, Objectives, Tasks
c) Structure, Workflow, Organization, Technology
d) Sales, Marketing, Operations, Training
- (xiv) Choose what does Maslow's theory suggest about human motivation?
a) It is unchanging and fixed
b) It varies greatly from person to person
c) It follows a strict, linear progression
d) It can be categorized into five distinct levels
- (xv) Recall step in the planning process which involves monitoring progress, comparing it to the plan, and making necessary adjustments?
a) Setting goals
b) Evaluating alternatives
c) Implementing the plan
d) Controlling the plan

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Recall what is the central premise of the human relations movement in management? (3)
3. Recall VRIO analysis. (3)
4. Describe Tactical Planning? (3)
5. Illustrate the Advantages of the Functional Organizational Model? (3)
6. Explain who was Abraham Maslow, and what is his contribution to motivation theory? (3)

OR

Explain why is Leadership Important in Organizations? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate the advantages of the Functional organizational model, and why is it commonly used? (5)
8. Analyse why is it important for leaders to adapt their leadership style to different situations? (5)
9. Summarize some techniques for controlling organizational performance? (5)
10. Recall the contribution of the Contingency Theory to the evolution of management. (5)

11. Define Managing analysis of organisations-SWOT (5)
12. Analyse what is motivation in the context of workplace psychology? (5)
- OR**
- Analyse the link between employee motivation and organizational success? (5)

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