



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2024

UBU 1501 – PRINCIPLES OF MANAGEMENT



Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definitions

- a) Management
- b) Planning
- c) Departmentation
- d) Job enrichment
- e) Coordination

2. True or False

- a) Management is a group activity.
- b) **Planning provides a clear sense of direction for an organization.**
- c) Informal organizations can influence employee behavior and company culture.
- d) Intrinsic motivation often leads to greater creativity and innovation.
- e) Budgeting is an example of a control technique used in financial management.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the blanks

- a) F.W. Taylor is known as the father of _____ management.
- b) Resistance to _____ from employees can create barriers to implementing new plans.
- c) Departmentation refers to the process of dividing an organization into _____ or units.
- d) _____ propounded the X and Y theory of motivation.
- e) Cooperation is the process of individuals or groups working together towards a _____ goal.

4. Answer the following MCQ

- a) **Management is often referred to as a science because:**
 - a) It relies solely on intuition b) It uses systematic approaches and techniques
 - c) It is not measurable d) It focuses only on creativity.
- b) **Which of the following plans is focused on day-to-day operations?**
 - a) Strategic Plan b) Operational Plan c) Contingency Plan d) Tactical Plan
- c) **In organizing, the term "organizational structure" refers to:**
 - a) The physical layout of an organization b) The formal arrangement of roles and responsibilities
 - c) The technology used in operations d) The culture of the organization
- d) **What type of communication flows from subordinates to superiors?**
 - a) Downward communication b) Upward communication
 - c) Lateral communication d) Diagonal communication
- e) **Which control technique is considered non-traditional?**
 - a) Performance appraisals b) Financial audits
 - c) Benchmarking d) Management by objectives (MBO)

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

- 5. Discover the importance of management.

6.	Explain the types of plans in an organizational setting.
7.	Demonstrate the process involved in organizing.
8.	Implement Herzberg theory of motivation to enhance employee motivation and job satisfaction in organizations.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Explain the elements and significance of control process.
10.	Analyze the management thought by Henry Fayol & F.W Taylor and how do their approaches to management differ?
11.	Examine the differences between delegation and decentralization in management. How does it impact decision-making and authority within an organization?
12.	Identify the functions and styles of leadership, and explain their impact on team dynamics and organizational performance.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Create strategies to overcome communication barriers and use effective communication methods in an organization.
14.	Combine the concepts of coordination and cooperation, and discuss how they work together to enhance team performance in an organization.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Appraise the essential managerial skills and roles of a manager, and explain how they contribute to effective organizational leadership and success.
16.	<p style="text-align: center;">Case Study: Digital Edge Corporation's Strategic Approach</p> <p>Background: Digital Edge Corporation, a leading player in the technology sector, has been facing increasing competition and rapid market changes. To navigate these challenges, the company decided to implement different types of strategies: cost leadership, differentiation, and focus strategy.</p> <ol style="list-style-type: none"> Cost Leadership Strategy: Digital Edge Corporation aimed to become the lowest-cost producer in the industry by streamlining operations, investing in automation, and negotiating better terms with suppliers. This allowed them to offer competitive pricing on their products. Differentiation Strategy: The company also developed unique features in its software products, such as user-friendly interfaces and superior customer support. By focusing on innovation, the company positioned itself as a premium brand, justifying higher prices. Focus Strategy: The company identified a niche market in educational technology. By concentrating on this segment, the company tailored its products specifically to schools and universities, enhancing its appeal and customer loyalty within that market. <p style="text-align: center;">Questions</p> <ol style="list-style-type: none"> What is the primary goal of the company's cost leadership strategy? How does the differentiation strategy benefit the company? What market segment does the company target with its focus strategy? Why is it important for the company to implement multiple strategies simultaneously? What challenges might the company face in executing its strategies?

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