



Rollno.....

End Semester Examination, December 2024

Program BBA (H) Research, BBA-ACCA, BBA LSCM, BBA-BIA, B.Com (H) Research, B.Com
Program, B.Com-ACCA, B.Com LLB, B.Com (H) NSE (1st Semester)

Principles of Management/ Management thoughts and Principles MCBA101

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 *Attempt any five questions:*

- | | |
|---|-----------------------|
| (a) Why are conceptual skills important for top-level managers? | [CO-1] [L-1] 2 |
| (b) What is the purpose of having different types of management in an organization? | [CO-1] [L-1] 2 |
| (c) Illustrate how technical skills differ between managers at different levels of an organization? | [CO-1] [L-1] 2 |
| (d) Define conceptual skills in the context of management? | [CO-1] [L-1] 2 |
| (e) What is the significance of management in an organization? | [CO-1] [L-1] 2 |
| (f) What is the process of management? | [CO-1] [L-1] 2 |
| (g) What role does an administrative manager play in an organization? | [CO-1] [L-1] 2 |

2x5

PART-B

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|-----|---|-------------------------|
| Q.2 | a) What is Management by Objectives (MBO)? Explain? | [CO-2] [L-2] 10 |
| | OR | |
| | b) How would you use an innovative planning approach to achieve business goals? | [CO-2] [L-2] 10 |
| Q.3 | a) List the main steps in the decision-making process? | [CO-3] [L-3] 10 |
| | OR | |
| | b) How can managers help employees manage their emotions at work?? | [CO-3] [L-3] 10 |
| Q.4 | a) Explain SWOT analysis and BCG Matrix ? | [CO-4] [L-4] 10 |
| | OR | |
| | b) How does Transactional Leadership differ from Transformational Leadership? | [CO- 4] [L-4] 10 |
| Q.5 | a) Describe Maslow's Hierarchy of Needs and how it can motivate employees? | [CO-5] [L-4] 10 |
| | OR | |
| | b) What is the importance of communication in teamwork?? | [CO- 5] [L-4] 10 |