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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

- 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**