

Reg. No.....

Name.....

**24UH1080**

**BA / BSc / BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2024**

**UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE (BBA)**

**COURSE: 24UBBADSC101: INTRODUCTION TO MANAGEMENT PRINCIPLES**

*(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

**PART A**

***Answer All Five questions. Each question carries 2 marks***

1. State a definition that gives a complete understanding of management?
2. Define the term departmentation?
3. Explain the importance of controlling in management?
4. "Planning is an important function of management." Explain the statement?
5. Explain the term contingency planning with the help of an example?

(2 x 5 =10)

**PART B**

***Answer any Five out of seven questions***

6. Elaborate on the various functions of management with examples?
7. Discuss in detail Vroom's Expectancy theory of motivation?
8. Evaluate the advantages of Participative Leadership in management?
9. Elucidate the steps in the planning process?
10. Differentiate the assumptions of McGregor's theory X and Y ?
11. Identify the major types of communication in an organisation?
12. "Management is both Science and art." discuss the statement by giving suitable examples?

(5 x 5 = 25)

**PART C**

***Answer any one question out of two questions***

13. "Management is the force which leads, guides and directs an organisation in the accomplishment of pre-determined objectives." Discuss the statement and elaborate on it with examples?
14. "Leadership is not about being in charge. It is about taking care of those in your charge."— Simon Sinek. How does this concept help an organization?

(10 x 1 = 10)

## PART D

## 15. Analyse the below given case:

**MANAGEMENT AT AREA 21**

AREA 21 is an international company based out of India and is now facing huge losses. The owner of the company, despite being an MBA graduate, has failed to implement effective management practices. Several signs point to mismanagement within the organization. There is no specific sharing of work, and employees are often asked to do tasks without any clear guidelines. This has led to a significant wastage of efforts and a lack of specialization among employees.

Furthermore, the absence of clear and fair agreements between the workers and management has resulted in frustration among the workforce. The management has been negligent in fulfilling promises made to employees, and there are no strict rules or regulations governing worker conduct. This has contributed to a chaotic work environment.

The middle-level managers, who hold key positions, often favour their relatives. They frequently arrive late to work and seek special relaxations from top management. This favouritism has created dissatisfaction among other employees, who are now demanding similar special treatment and even threatening to go on strike.

Now to tackle this problem, ten new managerial-level employees have been hired. They are new to the environment of the organisation and have no idea about the problem and their demanding job. The management has decided to give them three months of time to study about it and to put forth a solution for it.

However, Rajeev a middle-level manager, keeps all his subordinates under a lot of discipline. But his employees complain of wastage of time and efforts as they feel that nothing is being assigned properly and nothing is in proper place, also no proper work schedule was maintained.

**Questions:**

1. Identify the four principles of Henry Fayol violated in the above case.
2. Which Fayol's principle is violated when middle-level managers frequently arrive late and seek special relaxations?
3. Which principle of Fayol is followed in the 4th paragraph? How does this principle help the organisation?
4. Which principle of Fayol was not applied in Rajeev's Management Style?

**Instructions:**

Read each paragraph and identify each principle of management that is being violated. Think of ways on how could this organization tackle the loss they are facing.

(25 x 1 = 25)