

Reg. No..... Name.....

**BBA DEGREE END SEMESTER EXAMINATION - JANUARY 2025****UGP (HONS.) SEMESTER - 1: (BBA INTEGRATED MARKETING & BBA BUSINESS ANALYTICS)****COURSE: 24UCCRBBA101: PRINCIPLES AND PRACTICES OF MANAGEMENT (BUSINESS ADMINISTRATION)***(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

**PART A****Answer any 5 out of 8 questions**

1. Define Motivation?
2. Define organising?
3. Explain Line & Staff Authority.
4. Identify the key elements that support the view of management as an art.
5. Define method study
6. Explain the term MBO
7. "Planning is an important function of management." Explain the statement
8. Describe the contribution of Henry Gantt

**(5 x 3 = 15)****PART B****Answer any 3 out of six questions**

9. Decentralisation is an extension of delegation. Justify
10. Explain briefly the meaning and importance of communication.
11. Distinguish between Management and Administration.
12. Critically analyze Max Weber's theory of bureaucracy.
13. Explain Maslow's need Hierarchy theory
14. Explain the term centralisation and its features Identify the advantages and disadvantages of centralisation

**(3 x 5 = 15)****PART C****Answer any two questions out of four questions**

15. Evaluate the relevance of Henry Fayol's principles of management in contemporary organizations.

OR

16. Elaborate on the evolution of management thought process and the major contributions made to the management discipline by the various writers and practitioners?

**(1 x 20 = 20)**

## 17. Analyse the below given case study

This case revolves around the Tata Group, a renowned Indian business conglomerate, and highlights its commitment to ethical leadership and corporate social responsibility. Known for its principles like "Tatas don't bribe" and "Tatas don't indulge in politics," the Tata Group has earned a reputation for trust and integrity. Under the leadership of Ratan Tata, the company not only strengthened its presence in India but also expanded globally. During Ratan Tata's tenure, India was experiencing significant political and economic challenges. The political elite held considerable influence, leading to a government-dominated economy plagued by nepotism and corruption. Many Indian businesses operated in markets where they received special treatment from the government, fostering an environment of unfair competition. Despite these challenges, Tata Group focused on building its empire on trust and integrity, which became key aspects of the Tata brand. However, in 2010, the group was implicated in the infamous 2G telecom scam, which uncovered widespread corruption in India's telecom sector. Although there were accusations of corporate wrongdoing, Ratan Tata denied any involvement in corrupt practices. He argued that the company had faced setbacks in India due to bureaucratic red tape and arbitrary regulations. Nevertheless, Tata maintained that the group had upheld its ethical values throughout.

Questions:

1. What are the essential qualities of a good leader?
2. How does ethical leadership impact a company?
3. What role does a leader play in shaping a company's reputation?

**OR**

In 2009, Toyota faced a major crisis when an accident linked to an improperly installed floor mat resulted in a tragic outcome and widespread public concern. Known for its dedication to safety, Toyota acted swiftly by deciding to recall affected vehicles to replace the problematic floor mats. This recall was soon expanded to address issues with sticky gas pedals, as Toyota sought to reassure the public and uphold its reputation for safety and quality. As the crisis unfolded, Toyota faced growing pressure from the media and government, leading the National Highway Traffic Safety Administration (NHTSA) to investigate potential electronic issues in Toyota vehicles. Toyota decided to fully cooperate with this investigation, despite its own internal assessments indicating that electronic faults were unlikely. This decision was made to demonstrate transparency and maintain public trust amid intense scrutiny. To address these concerns, the NHTSA enlisted NASA for a comprehensive study, which took 10 months and cost \$1.5 million. Toyota's decision to support this investigation showed a willingness to go beyond internal findings to reassure the public and policymakers. The study ultimately concluded that there were no electronic problems causing sudden unintended acceleration, and that the main issues were, in fact, the floor mats and a small number of sticky pedals. After the investigation, Toyota took the opportunity to reflect on its crisis

management approach and customer responsiveness. This experience led Toyota to implement more rigorous safety protocols and a renewed commitment to addressing customer concerns proactively. In navigating the crisis, Toyota's decisions demonstrated a blend of transparency and proactive problem-solving, reinforcing the company's dedication to safety in a challenging situation.

Questions:

1. What steps did Toyota take in its decision-making process to respond to the public concerns?
2. How did Toyota ensure that its decision-making process was transparent and effective during the crisis?
3. What types of decisions (e.g., programmed vs. non-programmed) were made by Toyota in response to the crisis?

**(1 x 20 = 20)**