

BA BSc BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE****COURSE: 24UBBADSC101: INTRODUCTION TO MANAGEMENT PRINCIPLES***(For Regular 2025 and Improvement/Supplementary 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

PART A**Answer any 5 out of 6 questions. Each question carries 2 marks.**

1. Define management in your own words. (CO1 - R)
2. State two key differences between administration and management. (CO1 - U)
3. List two limitations of planning. (CO4 - R)
4. Identify one difference between programmed and non-programmed decisions with an example. (CO4 - U)
5. What is meant by informal organisation? (CO1 - R)
6. Mention two qualities of transformational leadership. (CO2 - U)

(2 x 5 = 10)

PART B**Answer any 5 out of 7 questions. Each question carries 5 marks.**

7. Compare management as an art, science, and profession with examples. (CO1 - An)
8. Examine the importance of principles of management given by Henry Fayol in today's organizations. (CO1 - E)
9. Illustrate the process of decision-making with a practical workplace scenario. (CO4 - A)
10. Analyse the role of centralisation and decentralisation in effective departmentation. (CO1 - An)
11. Differentiate between transactional and situational leadership with examples. (CO2 - An)
12. Evaluate how Maslow's hierarchy of needs can be applied in motivating employees in a service sector company. (CO3 - E)
13. Critically assess the relevance of TQM for enhancing productivity. (CO4 - C)

(5 x 5 = 25)

Answer any 1 question out of 2 questions. Each question carries 10 marks.

14. "Leadership styles directly influence organizational culture and performance." Discuss this statement with reference to transformational and transactional leadership. (CO2 - E)

15. Evaluate the role of motivation theories in creating a productive work environment in modern IT organizations. (CO3 - E)

(10 x 1 = 10)

PART D

Analyse the case and answer the questions that follow:

FabIndia is one of India's best-known retail brands, famous for ethnic wear and handloom-based clothing. Founded in 1960 by John Bissell, the company built its reputation by connecting traditional artisans with urban markets. Over the decades, it grew into a household name with hundreds of stores across India.

Recently, *FabIndia* has been facing challenges. With the rise of e-commerce and fashion startups, customers now expect trendier collections, faster launches, and online convenience. Competitors such as Reliance Trends, H&M, and Zara are expanding aggressively in the Indian market.

Inside the company, senior managers prefer sticking to traditional processes, emphasizing heritage and quality control. Some younger managers, however, feel that the company needs to adapt faster and give more autonomy to teams responsible for design, marketing, and customer engagement. Store staff have also expressed frustration that their ideas and feedback are rarely considered, and several talented employees have left for companies that provide faster career growth and recognition.

Questions:

16. Identify the key management challenges *FabIndia* is facing. (CO1 - An)

17. How can better coordination and communication across departments improve *FabIndia*'s performance? (CO4 - A)

18. Which leadership style(s) could be effective in this context? Justify your answer. (CO2 - E)

19. Suggest motivational strategies that could help retain employees and maintain productivity. (CO3 - C)

20. Executive Summary. (25 x 1 = 25)