First Year BBA (Mar-2020)
End Semester Examination, (2019 Pattern) Semester – II

Course Code: 19BaBBAU201   Course Name: Principles and Practices of Management
Date: 16.03.2020   Time: 10.00 a.m.-12.00 pm.
[Time: 2 Hours]   [Max Marks: 60]

Instructions:
Solve all the Questions.
The marks for every question are specified.
Draw diagrams where ever necessary.

Q1. Answer any ten.   **[20]**
1. What is Management?
2. Define forecasting.
3. What is decentralisation?
4. Define principle of order.
5. What is positive motivation?
6. State any two techniques of controlling.
7. What is learning organisation?
8. Define project organisation.
9. What do you mean by Scalar Chain?
10. What is unity of command?
11. Define coordination.
12. What do you mean by crisis management?

Q2. Write Short Notes (Any three)   **[15]**
1. Management skills with reference to their relevance at various level of management.
2. Importance of staffing.
3. Elements of TQM.
4. Any two leadership styles.
5. Principles of direction.

Q3. Answer any one.   **[15]**
1. Discuss in detail F. W. Taylor's scientific management theory.
2. Define planning. Explain advantages and limitations of planning.
3. Define motivation. Explain Herzberg's two factor theory of motivation.

Q4. Read the following situation and answer the questions below.   **[10]**
Vishal components Ltd. manufacture a wide range of automotive components.
Ramesh joined this company after completing his MBA with HR specialization.
After serving for six months at the corporate office of the company he was appointed
as a plant manager in one of the plants of the company. After joining this plant
Ramesh realised that this plant was not working with its full potential. He further
realised that there were two employees who were not adequately motivated to get
the things done. Ramesh was eager to motivate them to improve their performance.
In order to do so he analysed the personality features of these employees.
His analysis revealed the following conclusions about them:

Mr. Arvind, the senior most employee, is quite creative and may be called as genius to some extent. However, he is highly emotional and always looks for the praise from others. Most of the time he talks about himself and wants to become center of attraction. He tends to live in fantasies and day dreaming. His work behaviour shows that as longas others praise his work, he comes up with innovative and creative ideas. For every success he tries to grab all the credit and when there is a sign of failure, he tends to push the responsibilities on his colleagues.

Mr. Mohan, the next senior most employee, appears to care more about himself and his family consisting of his wife and the only son. His thinking is that he is doing the job to support and provide happiness to his family. He believes that at least minimal job performance standards should be maintained so that company does not have any negative perception about his job performance. He is very social and creates friendly atmosphere wherever he meets anyone.

Questions:
1. List out the demerits of Mr. Arvind and merits of Mr. Mohan.
2. If you are Mr. Ramesh, what strategies would you adopt to motivate Mr. Arvind & Mr. Mohan for their better performance.

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