



Register Number:

DATE: 31-10-2019

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA Regular - I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2019**

**BBA 1419- BUSINESS MANAGEMENT**

**Time- 2 1/2 hrs**

**Max Marks-70**

**This paper contains two printed pages and four parts**

**SECTION-A**

**Answer any FIVE of the following questions.**

**(5x2=10)**

- 1) Define Management.
- 2) What is MBO?
- 3) Distinguish between strategy and policy.
- 4) What is meant by Resistance to change?
- 5) What is Span of Control
- 6) State any four principles of Directing.

**SECTION- B**

**Answer any THREE of the following questions.**

**(3x5=15)**

- 7) State the contributions of F.W. Taylor towards scientific management.
- 8) Explain the difference between Centralization and decentralization.
- 9) What is planning? Explain the different types of plans.
- 10) Briefly explain the different techniques of control.

**SECTION -C**

**Answer any TWO of the following questions.**

**(2x15=30)**

- 11) Explain the Mintzberg managerial Roles.
- 12) What is an Organizational Structure? Explain the different types of Organization structures.
- 13) Explain Maslow's theory of motivation and compare and contrast with Herzberg theory of Motivation.

## SECTION -D

14) Answer the following compulsory question.

(1x15=15)

Ms. Sandhya opens a jewelry showroom in Delhi after completing a course in jewelry designing. She has employed eleven workers in her showroom. For greater productivity, she divides the work into small tasks and each employee is trained to perform his/her specialized job. The sales persons are allowed to close a deal with a buyer by giving a maximum of 10% discount, whereas the decision to give any further discount rests with Sandhya as the final authority. In the earlier days of starting of the business, five of her employees were asked to put in extra hours of work. In return she had promised to give them a special incentive within a year. Therefore, after six months when the business was doing well, she awarded a cash bonus to each of these employees to honour their commitment. However, when it comes to settling the conflicts among her employees, she tends to be more biased towards her female employees.

In context of the above case:

- a. Identify and explain the various principles of management that are being applied by Sandhya by quoting lines from the paragraph. (3 marks)
- b. Identify and explain the principles of management which is being violated by Sandhya by quoting lines from the paragraph. (4 marks)
- c. State any three effects of the violation of the principles of management by Sandhya as identified in part (b) of the question. (4 marks)
- d. List out the 14 Principles of Management given by Henri Fayol. (4 marks)

\*\*\*\*\*