



ST. JOSEPH'S COLLEGE (AUTONOMOUS) BENGALURU-27

SEMESTER EXAMINATION- OCTOBER 2019

BBA: I SEMESTER

BBA1419: BUSINESS MANAGEMENT

TIME: 2^{1/2} Hour

MAX. MARKS: 70 Marks

SECTION A

Answer any FIVE of the following questions. Each question carries two marks. (5x2=10)

- 1) Distinguish between management & administration.
- 2) Give the meaning of span on control. What is the ideal number for a manger?
- 3) Explain the term 'MBE'
- 4) Define planned change.
- 5) Name any four leadership styles
- 6) State any four methods for establishing effective control.

SECTION B

Answer any THREE of the following questions. Each question carries five marks. (3x5=15)

- 7) Planning involves setting objectives and determine a course of action to achieve those objectives. Explain various kinds of plans.
- 8) What is forecasting? Briefly explain Various techniques of forecasting
- 9) Why do people resist change? Should the manager ignore such resistance?
- 10) Define staffing. Explain the process of staffing.

SECTION C

Answer any TWO of the following questions. Each question carries ten marks. (2x15=30)

- 11) Why do management require effective control system? Explain various control techniques that can be implemented in an organization
- 12) Motivation is an integral role of any manager. Explain any three motivational theories.
- 13) Explain the effectiveness of matrix organizational structure to an organization

SECTION D

Answer the following compulsory question. The question carries Fifteen marks. (1x15=15)

14)

Café Coffee Day is not just a coffee shop for the people of India today. It is more of a vogue of people which they tenderly make. A tranquil atmosphere combined with decent amenity, it is one of the most favorite hangout places for teenagers. The first Café Coffee Day outlet was set up on July 11, 1996, at Bangalore, Karnataka with the tagline 'A lot can happen over a cup of coffee'. It

swiftly expanded through innumerable cities in India adding new stores with more than 2000 cafés open across the country by 2016. In a span of 20 years, CCD has brewed its way to success, in popularity and love it has harvested.

With Siddhartha vanishing from the scene, coffee growers across the states are anxious about the churn it will bring in to the industry. The industry will have to go through a period of turmoil until CCD gets a grip on things and it is able to reposition itself as the first company of coffee business in India. After founder and chairman VG Siddhartha's body was retrieved from Nethravati River on July 31, the board of directors held an emergency meeting the same day and appointed SV Ranganath, retired IAS officer and independent director, as the interim Chairman of the group. According to reports, the company's debt is to the tune of Rs 6,500 crore. This is after accounting for the recent sale of Siddhartha's share in Mindtree for close to Rs 3,200 crore. The company's stock price is at an all-time low. It crashed over 50 per cent in a little over a week from Rs 191 on July 29, and was trading at Rs 77 on BSE at 9.30 am on August 8. A few lenders have invoked pledged shares of the Coffee Day group to recover a part of their debt. In a BSE filing on Wednesday, the company said that IDBI Trusteeship Services on behalf of debenture holders had invoked close to 0.45 per cent of pledged shares. The lenders have the right to dilute 10.55 per cent shares. According to analysts, investors invoke pledged shares to recover part of their debt when the stock prices crash dramatically and there is only slim possibility of their revival. In this context answer the following;

- a) Identify various managerial issues that went wrong with CCD
- b) Explain the role to be played by Mr. Ranganath to gain confidence of both investors and employees.
- c) What are the various roles of Mintzberg could be applied in this case by Mr. Ranganath?

***** End of Question Paper *****