



Register Number:

Date: 15-01-2021

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**  
**B.BA - I SEMESTER**  
**SEMESTER EXAMINATION: JANUARY 2021**  
**BBA 1419- BUSINESS MANAGEMENT**

**THIS PAPER HAS TWO PRINTED PAGES AND FOUR PARTS**

**Time- 2 1/2 hrs**

**Max Marks-70**

**SECTION A**

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

1. Expand PERT and CPM.
2. State four objectives of planning.
3. What is meant by staffing?
4. List any two differences between a leader and a manager.
5. List any 4 FAYOL's principles of management.
6. What is meant by resistance to change?

**Section B**

**II. Answer any THREE of the following questions. Each question carries five marks.  
(3x5marks = 15)**

7. Explain in functional areas of management.
8. What is a plan? Discuss in detail the various types of plans.
9. Discuss the differences between centralization and decentralization.
10. What is meant by coordination? Explain the various techniques of coordination.

**Section C**

**III. Answer any TWO question. Each question carries fifteen marks.  
(2 x15 marks =30)**

11. Write short notes on-

- a) "Management is, above all, a practice where art, science and craft meet". Discuss.  
(5M)
- b) Explain the principles of delegation. (5M)
- c) Discuss the various elements of staffing. (5M)

12. "The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things". With reference to the statement discuss the theories of leadership.
13. "The purpose of controlling is goal oriented as well as positive". With reference to the statement discuss the control techniques.

#### Section D

**IV. Answer the following compulsory question. The question carries fifteen marks. (15 marksx1question=15)**

14.

Microsoft Corporation was founded to develop and sell BASIC interpreters for the Altair 8800. But due to its unique system of management, the company rose to dominate the home computer operating system market with MS-DOS in the mid-1980s, followed by the Windows line of operating systems. It's quite well known that its products have all achieved near-ubiquity in the desktop computer market. Throughout its history, Microsoft has been the target of criticism, including monopolistic business practices and anti-competitive strategies. But it has always been the most sought after employer among the best talent in the industry.

The reason for the excellence of Microsoft goes to the leadership of Mr Bill Gates and his policies in which he propagates MBO

1. Eliminate politics, by giving everybody the same message.
2. Keep a flat organisation in which all issues are discussed openly.
3. Insist on clear and direct communication.
4. Prevent competing missions or objectives.
5. Eliminate rivalry between different parts of the organisation.
6. Empower teams to do their own things.

- a) What is the prime reason for the success of Microsoft? (5M)
- b) Discuss the various benefits of MBO. (5M)
- c) Analyzing the case above, state whether the following are true or false. (5M)

- I. Round table conferences involving the concerned authorities are the best way to solve an issue.
- II. Competition among different teams within the organization increases their productivity.
- III. The teams should have independence as long as it doesn't hamper their performances.
- IV. Review and appraisal of performance is a necessary in MBO.
- V. MBO reduces efficiency.