Roll No........................

Jamia Hamdard

School of Management and Business Studies

Department of Management

ODD Semester Examination - December 2025

BBA - I Semester

Paper Code: BBA-DC-01

Paper Name: Principles of Management.

[redacted]

Duration: 2.5 Hour | Max. Marks: 60

***Attempt both sections as per instructions.**

Section A - Short Answer (6 x 4 = 24)

Instructions for Section A: Attempt any Six Questions. All questions carry equal marks

1. Define management and state any two of its characteristics.
2. Briefly explain F.W. Taylor's contribution to scientific management.
3. **"Delegation of authority does not mean handing over of responsibility."** Discuss this statement in the context of organising.
4. **"Effective leadership is situational and depends on the maturity of followers."** Explain this statement with reference to leadership styles.
5. What is motivation? How can organisations enhance the motivation of employees?
6. Define controlling and list any two techniques of control.
7. Explain the elements of the Directing function.
8. Why do organisations centralise and decentralise functions? Explain by giving relevant examples.
9. Coca-Cola uses automated quality control systems across its production units. The company continuously monitors performance and compares it with set quality standards. Immediate corrective action is taken when deviations are observed.
   Answer the following questions: (2 marks each)
   a) The above case highlights which function of management?
   b) Why is monitoring performance and comparing it with standards important?

Section B-Long Answer (3 x 12 = 36)

Instructions for Section B: Attempt any Three Questions. All questions carry equal marks

1. Discuss the evolution of management thought with reference to Taylor, Fayol, and Weber.
2. "A successful business plan for a startup involves multiple stages before it is put into operation." Explain the planning process with an appropriate example.
3. Who is "Supervisor"? Explain various responsibilities of a supervisor. Also explain the difference between directing and supervising.
4. "Effective communication ensures successful directing." Elaborate with examples.
5. As a manager of a service organisation, propose a motivating plan for your employees using any motivation technique.
6. Apple Inc. is known for its strong focus on innovation and long-term strategic planning. Before launching any new product, such as the iPhone or Apple Vision Pro, Apple's leadership engages in extensive market forecasting, competitor analysis, and feasibility studies. The company follows a structured planning process, which begins with environmental scanning, sets SMART objectives, evaluates alternatives, and selects the best plan. Apple also prepares contingency plans for supply chain disruptions, which helped them during global chip shortages.

   Questions: (4 marks each)

   a) Explain how Apple's planning process contributes to its sustained market leadership.
   b) Identify and discuss any two types of planning (short-term/long-term/strategic/tactical) Apple uses in the above case.
   c) How does contingency planning help Apple manage risks such as supply chain disruptions?

Set A