

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) March 2021
BBA [I-Semester]

Subject Name: Principles of Management
Subject Code: BBA(I)-F-01

MM: 75
Time: 03Hours

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Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: 9334032-Rabia Shaheen-2017-334-032-BBA-V-QTM)and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Application based Question 1:

The Presence of Pesticides:

Regarding the allegation about Coca-Cola beverages containing high levels of pesticide residues, the Indian government undertook various investigations. The government set up a Joint Committee to carry out its own tests on the beverages. The tests also found the presence of pesticides that failed to meet European standards, but they were still considered safe under local standards. Therefore, it was concluded that Coca-Cola had not violated any national laws. However, the Indian government acknowledged the need to adopt appropriate and enforceable standards for carbonated beverages.

In 2006, after almost three years of ongoing allegations, the CSE published its second test on Coca-Cola drinks, also resulting in a high content of pesticide residues (24 times higher than European Union standards, which were proposed by the Bureau of Indian Standards to be implemented in India as well). CSE published this test to prove that nothing had changed, alleging that the stricter standards for carbonated drinks and other beverages had either been lost in committees or blocked by powerful interests in the government.

Finally, in 2008 an independent study undertaken by The Energy and Resources Institute (TERI) ended the long-standing allegations by concluding that the water used in Coca-Cola in India is free of pesticides. However, because the institute did not test the final product, other ingredients could have contained pesticides

- (a) In the light of above mentioned case, explain in detail what type of responsibility should be fulfilled by the business towards society? (5 Marks)
- (b) Explain the problem in your own words. (5 Marks)
- (c) What was concluded after the tests being conducted on Coca Cola beverage? (5Marks)

Application based Question 2:

The size and nature of business determine the total amount of financial needs. The scope of raising funds depends on the sources from which funds may be available. In the light of above statement explain various methods of raising finance. (15 Marks)

Application based Question 3:

CASE OF P&G: TOUCH OF CARE (VICKS)

The campaign lead with the idea that 'Family is where Care is' portraying the real life story of an orphan and her newfound 'mother'. The aim was to make people aware about transgender rights and is a vouch for equality.

This ad was a creation of Publicis Singapore, predominantly for the Indian market. It is narrated by the daughter, Gayatri, who describes how she was orphaned and then adopted. She then goes on to describe how her mother, Gauri, loved her and cared for her selflessly and encouraged her academically and some heartwarming moments between her and the mother were shown. At the end of the ad however it is revealed that her mother Gauri, is transgender. Gayatri innocently says that she wants to be a lawyer at the end of the ad, as she feels like her mother doesn't get "basic human rights".

According to various research reports, more people visit YouTube in a year than Facebook, Twitter and Instagram combined. As a result, it is a wise decision to turn to this platform for advertising and bringing in leads.



The film focused on two very important and sensitive topics: adoption and transgender and beautifully brought to people the real story of Gauri, with a touching mother-daughter narrative, thus striking an emotional chord with the people.

The video went viral on the Internet, being shared across almost all social media platforms like YouTube and Facebook. The video was flooded with positive comments and appreciation from people. Thus, electronic Word Of Mouth marketing played a role. The popularity has been welcome even for Gauri, because it has helped her focus on her pet project, an old-age home for transgender people where young, lost girls will be looked after. To an individual, Vicks thus became a brand with stood for social good and rights. This created a positive brand influence.

The viral video has garnered about 9.5 million hits on YouTube and has been greatly praised for reasserting the importance of care while redefining what family is in contemporary society, thus helping the brand.

- (a) Explain the objective of the "P&G touch of care" advertisement campaign. (5 Marks)
- (b) What is the importance of advertisement to business? (5 Marks)
- (c) What was the influence and result of this advertisement campaign? (5Marks)

Application based Question 4:

"Management thought is gathering knowledge about the origin of management". Explain in detail the development of Management thought. (15 Marks)

Application based Question 5:

- (a) "Leadership is an important function of management which helps to maximize efficiency and to achieve organizational goals". Explain this statement. (7 Marks)
- (b) A planning process is a set of interrelated and interdependent activities towards achieving the planning goals. Explain this statement. (8 Marks)

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