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Jamia Hamdard
School of Management and Business Studies
Department of Management
ODD Semester Examination - December 2025
B.Com - I Semester
Paper Code: BCH-DC-01
Paper Name: Management Principles and Application
SET-A

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 explain any two of its objectives.
2. Discuss Weber's concept of bureaucracy.
3. "Planning is useless without effective implementation."
Comment on the importance of linking planning with execution.
4. Define qualities of a supervisor.
5. "Centralization promotes uniformity in decision-making, while decentralization promotes flexibility." Explain.
6. What is motivation? Mention any two techniques of motivation.
7. What is directing?
8. "Leadership influences behavior." Comment briefly.
9. Samsung launches multiple projects for product innovation every year. To speed up production, the company uses a matrix organizational structure where employees report to both functional and project managers.

Answer the following questions: (2 marks each)

- a) What is the organizational structure followed by Samsung?
- b) Reporting to more than one boss is a feature of?

Section B-Long Answer

(3 x 12 = 36)

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

1. Discuss the contributions of classical management thinkers.
2. Write short notes:
 - a) Explain meaning of Organization. (2 marks)
 - b) What are the various objectives of organization? Explain in detail. (5 marks)
 - c) Explain various types of organization with merits and demerits of each. (5 marks)
3. "The success of a business unit depends upon leadership styles followed by the leaders". In the light of the above statement highlight various leadership styles and merit and demerit of each.
4. Write short notes on:
 - a) Importance of communication. (4 marks)
 - b) Elements of communication (4 marks)
 - c) Objectives of communication (4 marks)
5. Discuss the steps and various techniques of controlling and their usefulness.
6. When Satya Nadella became CEO of Microsoft, he introduced a "growth mindset" culture. He encouraged open communication, employee learning, and autonomy. Nadella shifted Microsoft from a competitive internal culture to a collaborative one. He motivated employees by recognizing achievements, promoting teamwork, and giving employees freedom to experiment. As a result, Microsoft experienced higher employee engagement and rapid growth in cloud services.

Questions: (4 marks each)

- a) Which leadership style did Satya Nadella adopt? Explain its impact on organizational culture.
- b) Identify and explain two motivation techniques used by Nadella in the case.
- c) How did Nadella's leadership improve communication and teamwork at Microsoft?