



<b>Name:</b> <b>Enrolment No:</b>	
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**UPES**

**End Semester Examination, December 2023**

**Course: Principles and Practices of Management**  
**Program: BBA-EPRCC**  
**Course Code: HRES1003**

**Semester: I**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
<b>Q 1-I</b>	Which of the following best defines planning in the context of management? A) Implementing organizational activities B) Setting organizational goals and deciding how to achieve them C) Monitoring employee performance D) Solving day-to-day problems	<b>2</b>	<b>CO1</b>
<b>Q1-II</b>	What is the primary purpose of a SWOT analysis in the planning process? A) Identifying organizational weaknesses B) Evaluating market trends C) Assessing internal strengths and weaknesses, and external opportunities and threats D) Developing financial statements	<b>2</b>	<b>CO1</b>
<b>Q1-III</b>	Organizing in management involves: A) Creating a to-do list for employees B) Assembling resources and arranging tasks to achieve objectives C) Conducting team-building activities D) Setting performance targets for employees	<b>2</b>	<b>CO1</b>
<b>Q1-IV</b>	Leadership is best described as: A) Micro-managing employees B) Guiding and influencing others to achieve organizational goals C) Issuing commands without considering employee opinions D) Setting strict rules and regulations	<b>2</b>	<b>CO1</b>
<b>Q1-V</b>	Controlling in management involves: A) Setting objectives B) Monitoring performance and making corrections C) Assigning tasks to employees D) Conducting job interviews	<b>2</b>	<b>CO1</b>

<b>Q1-VI</b>	Which of the following principles of management emphasizes the need for a clear line of authority in an organization? A) Unity of Direction B) Scalar Chain C) Esprit de Corps D) Equity	<b>2</b>	<b>CO1</b>
<b>Q1-VII</b>	What is the primary goal of motivation in the workplace? A) To increase employee salaries B) To enhance job satisfaction and productivity C) To reduce the number of working hours D) To eliminate challenging tasks	<b>2</b>	<b>CO1</b>
<b>Q1-VIII</b>	A leader who involves team members in decision-making processes and values their input is practicing: A) Autocratic leadership B) Democratic leadership C) Transformational leadership D) Laissez-faire leadership	<b>2</b>	<b>CO1</b>
<b>Q1-IX</b>	According to the 'Unity of Direction' principle, organizations should focus on: A) Improving employee morale B) Ensuring every employee follows the same set of rules C) Achieving common objectives through coordinated efforts D) Encouraging individual creativity	<b>2</b>	<b>CO1</b>
<b>Q1-X</b>	Which leadership style is characterized by a leader making decisions without consulting team members? A) Democratic leadership B) Laissez-faire leadership C) Autocratic leadership D) Transformational leadership	<b>2</b>	<b>CO1</b>
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
<b>Q 2-A</b>	Discuss the key components of the staffing process, including recruitment, selection, and orientation.	<b>5</b>	<b>CO2</b>
<b>Q 2-B</b>	Compare the concepts of efficiency and effectiveness in the context of the controlling function of management.	<b>5</b>	<b>CO2</b>
<b>Q 2-C</b>	Explain the concept of transformational leadership in your own words with suitable examples.	<b>5</b>	<b>CO2</b>

<b>Q 2-D</b>	Discuss the importance of motivation in the organizational context.	<b>5</b>	<b>CO2</b>
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
<b>Q 3-A</b>	Briefly analyze the role and importance of 14 principles of management in the management of a retail business.	<b>10</b>	<b>CO2</b>
<b>Q 3-B</b>	Evaluate and highlight the importance of different types of planning.	<b>10</b>	<b>CO2</b>
<b>Q 3-C</b>	What does organizing mean in management? Discuss the various steps included into it with examples.	<b>10</b>	<b>CO2</b>
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
<b>Q 4-A</b>	<p><b>Instruction:</b> Read the passage and solve the question based on it.</p> <p><b>Passage:</b> Corporate Social Responsibility (CSR) has expanded to include goals beyond profit-making. An important paradigm in corporate social responsibility (CSR) is the Triple Bottom Line (TBL) model, which emphasises the simultaneous evaluation of three critical aspects: economic, social, and environmental performance. In contrast to conventional business models, TBL considers a company's performance in relation to its effects on people and the environment in addition to its financial earnings. TBL promotes companies to adopt a comprehensive approach to corporate social responsibility (CSR), promoting good change in society and the environment by combining economic prosperity, social equality, and environmental sustainability.</p> <p><b>Q1.</b> How can a company enhance its economic performance within the Triple Bottom Line framework?</p> <p><b>Q2.</b> How can organizations integrate environmentally sustainable practices into their core operations, minimizing ecological impact and contributing positively to the environment?</p>	<b>15</b>	<b>CO3</b>
<b>Q 4-B</b>	Discuss the key principles and techniques involved in the directing function of management, highlighting its critical role in organizational success, and provide real-world examples to illustrate its application.	<b>15</b>	<b>CO3</b>