

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION-2024

BBA-I Semester

COURSE CODE (CREDITS):23BB1HS112

MAX. MARKS: 35

COURSE NAME: Principles and Practices of Management

COURSE INSTRUCTORS: TGM

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	A friend of yours is running a retail organization and is facing the problem of increasing loss of stock from the store. Design a control system for him keeping in mind the impact of controls on the employees.	CO4	5
Q2	Describe how the Balanced Scorecard helps deal with common issues in controlling organizational performance.	CO4	5
Q3	How can Fiedler's Leadership theory guide a leader in exercising better leadership? Explain with an example.	CO3	5
Q4	Compare and contrast Feed forward and concurrent controls.	CO2	5
Q5	Akriti wants to form an NGO for providing legal aid to the under privileged sections of society. Advise her on how the four functions of management will help her convert her dream into reality.	CO2	5

Answer questions 6 and 7 on the basis of the following case study.

Peter Weaver doesn't like to follow the crowd. He thinks groupthink is a common problem in many organizations. This former director of marketing for a consumer products company believes differences of opinion should be heard and appreciated. As Weaver states, "I have always believed I should speak for what I believe to be true."

He demonstrated his belief in being direct and candid throughout his career. On one occasion, he was assigned to market Paul's spaghetti-sauce products. During the brand review, the company president said, "Our spaghetti sauce is losing out to price-cutting competitors. We need to cut our prices!"

Peter found the courage to say he disagreed with the president. He then explained the product line needed more variety and a larger advertising budget. Prices should not be cut. The president accepted Weaver's reasoning. Later, his supervisor approached him and said, "I wanted to say that, but I just didn't have the courage to challenge the president."

On another occasion, the president sent Weaver and 16 other executives to a weeklong seminar on strategic planning. Weaver soon concluded the consultants were off base and going down the wrong path. Between sessions, most of the other executives indicated they didn't think the consultants were on the right path. The consultants heard about the dissent and dramatically asked participants whether they were in or out. Those who said "Out" had to leave immediately.

As the consultants went around the room, every executive who privately grumbled about the session said "In." Weaver was fourth from last. When it was his turn, he said "Out" and left the room.

All leaders spend time in reflection and self-examination to identify what they truly believe and value. Their beliefs are tested and fine-tuned over time. True leaders can tell you, without hesitation, what they believe and why. They don't need a teleprompter to remind them of their core beliefs. And, they find the courage to speak up even when they know others will disagree.

Q6	What kind of leadership did Weaver exhibit? Elaborate.	CO2	5
Q7	Would you call Weaver a transactional leader or a transformational one or neither of them? Elucidate with example from the case.	CO2	5

WUT TEST-3 EXAMINATION- Dec-2021