

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

BBA Semester I

COURSE CODE (CREDITS): 23BB1HS112(4)

MAX. MARKS: 25

COURSE NAME: Principles and Practices of Management

COURSE INSTRUCTORS: TGM

MAX. TIME: 1 Hour 30 Min

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	Explain the limitations of traditional goal setting which MBO attempts to remove. Support your answer with examples.	2	5
Q2	Define your career goal according to the SMART acronym.	2	5
Q3	What are the challenges to group decision making? How can these challenges be overcome?	3	2+3
Q4	Creativity and innovation are common buzzwords in organizations today. Describe briefly how any organization can enhance creativity in their employees.	3	5
Q5	What is the learning from the Blockbuster example given below? How would you deal with similar circumstances as a manager in future?	4	2+3
<p>Fast Forwarding Blockbuster</p> <p>What name came to mind when you thought of renting movies on the weekend? Maybe it was Blockbuster. If so, you're not alone. Although Blockbuster was the world's largest video rental company with more than 9000 stores worldwide in 2004, the years after that were not good for the company. Blockbuster posted losses, closed hundreds of stores and lost many customers to Netflix. The whole business of renting DVDs changed and Blockbuster tried to change in order to remain competitive.</p> <p>One of the most important changes was hiring a new CEO, James W. Keyes. As the former CEO of 7-Eleven Stores, Keyes faced a similar situation as the convenience store industry went through a difficult transition in the 1980s and 90s. By 1990, 7-Eleven was in bankruptcy. However, by 2004, his company had achieved 36 consecutive quarters of revenue growth and a profit of \$106 million. How? What Keyes did at 7-Eleven was to rely on numbers. He implemented an approach in which quantitative data collected by each store dictated the product mix it carried in the store. For instance a store in one neighborhood might carry more Corona compared to another store across town that stocked more Coors Lite. An enthusiastic believer in the power of data, Keyes took into account all kinds of factors, calculating for example, which doughnuts sold best in hot and cold weather.</p> <p>Keyes did the same for Blockbuster. Among other things he hoped to customize titles at each store based on rental patterns. Although selling video rentals may be different than selling Slurpees, Keyes was unfazed. He said, "I think an Internet company, even if it is selling a service, is still another form of retail. It comes down to the ability to understand the needs of customers and satisfy those needs in a way that is better and different from the competitors.</p>			