JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS112 (4) MAX. MARKS: 15

COURSE NAME: Principles & Practices of Management

COURSE INSTRUCTOR: Dr. Vaishali Dhiman MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

Q.No	Question	CO	Marks
Q1	"A Regional Manager at a company spends most of his day setting goals for his division, planning departmental budgets, and guiding team leaders. He does not spend time doing entry-level technical work". Based on the statement above, which level of management does this person belong to? Explain why human and conceptual skills are more important for his job than technical skills.	CO1	4
Q2	Critically analyze how the Neo-Classical (Behavioral) Approach fundamentally shifted management thought away from the Classical Approach regarding human workplace behavior, and explain the key experiments/theories and contributions of any **two** of the following authors: Elton Mayo, Douglas McGregor, Abraham Maslow, or William Ouchi.	CO1	5
Q3	"Top managers at a company set a 5-year goal to open 50 new stores across the country, while department managers create a step-by-step checklist for employees to follow when opening a store each morning." Based on the statement above, identify which action represents Corporate-level planning and which represents a Standing plan (Procedure). Why are both types of planning important for a business?	CO2	3
Q4	What do you understand by Management by Objectives (MBO) and Management by Exception (MBE)? How they are different from each other and describe the importance of both in management.	CO2	3

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