

Roll.No.

24UBACT1001

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.B.A. - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

24UBACT1001 - Principles and Practices of Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the difference between management and administration with suitable examples.
2. Apply the concept of span of control to design a simple organizational structure for a small retail store.
3. Apply the concept of Corporate Social Responsibility (CSR) to suggest two initiatives a manufacturing company can take to support the local community.
4. Explain the different types of plans.
5. Use Maslow's theory to suggest ways to motivate employees in a small company.
6. Compare centralization and decentralization with examples.
7. Briefly explain the role of manager.
8. Examine the role of SWOT analysis in strategic planning.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Apply the functions of management to explain how a manager can handle a crisis situation in a manufacturing company.
10. Analyze the differences between strategic, tactical, and operational planning with suitable organizational examples.
11. Evaluate the effectiveness of different organizational structures in achieving coordination and integration in large organizations.
12. Analyze the role of Herzberg's Two-Factor Theory in improving employee performance and satisfaction.
13. Evaluate the impact of ethical practices and CSR initiatives on a company's brand image and stakeholder trust.
