

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025 (for late admission)

BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS112 (4)

MAX. MARKS: 15

COURSE NAME: Principles and Practices of Management

COURSE INSTRUCTORS: TGM

MAX. TIME: 1 Hour

**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.	What is FW Taylor's contribution to the field of management? Are these concepts relevant today? Why/why not?	1	2+3
Q2.	Briefly explain Senge's learning organization concept. How is it gaining relevance in the world today?	3	3+2=5
Q3.	What is the purpose of planning? Can an organization progress without planning of any kind?	2	3+2=5
Q4.	Briefly outline the hierarchy of plans in context of a retail organization.	2	5
Q5.	<p>"I EXPECT ALL THE MANAGERS IN MY DEPARTMENT TO ACT COMPLETELY RATIONALLY IN EVERY DECISION THEY MAKE," declared Eleanor Johnson, vice president of marketing for the Olympic Toy Company. "Each one of us, no matter what his or her position, is hired to be a professional rationalist, and I expect all of us not only to know what they are doing and why but to be right in their decisions. I know that someone has said that a good manager needs to be right in more than half of his decisions. But that is not good enough for me. I would agree that you may be excused for occasionally making a mistake, especially if it is a matter beyond your control, but I can never excuse you for not acting rationally."</p> <p>"I agree with your idea, Eleanor," said Jill Goldberg, her advertising manager, "and I always try to be rational and logical in my decisions. But would you mind helping me be sure of this by explaining just what <i>acting rationally</i> is"?</p> <p><b>Explain how the vice president of marketing might describe what is involved in making rational decisions.</b></p>	3	5

JUIT TEST-2 (Sp1) EXAMINATION- Oct-2025