

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, December 2024
B.B.A. Semester I, 2024-25

Roll No.....

LS1106: Foundations of Business Management

Time: 3 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Mention all the assumptions for your answers clearly.
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- Q. 1.1 Do you agree Managing by Objectives could be introduced in a government agency? Suggest your option in agree or disagree and discuss in brief. 2.0 (LO2, 4)
- Q. 1.2 Some People object to defining the long-term goals because they think that knowing what will happen over a long period is impossible. Do you believe this is an intelligent position to take? Why or why not? 3.0 (LO2, 4)
- Q. 2 Thomas Lopez, a lifeguard in the Miami area, was fired for leaving his assigned area to save a drowning man. His employer, Jeff Ellis and Associates, which has a contract with the Florida city of Hallandale, said that by leaving his assigned patrol area uncovered. Lopez opened the company up to possible legal action. Lopez said he had no choice but to do what he did. He wasn't putting his job rules first over helping someone who desperately needed help. "I'm going to do what I felt was right, and I did." After this story hit the media, the company offered Lopez his job back, but he declined. 5.0 (LO1,4)
- Do you agree with whatever Lopez has done? Justify your view in the context of organizational structure and design.
- Q. 3.1 Why human resource management is important? Explain the external factors that affect the human resource management process? 3.0 (LO3)
- Q.3.2 Explain how group conditions and group member affect group performance and satisfaction. 2.0 (LO2)
- Q. 3.3 "Firefighters live or die on the effectiveness of their teammates." Discuss this statement while explaining the meaning of the words 'Group' & 'Team'. Explain necessary elements required for creating effective work team. 4.0 (LO1,3)

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| Q. 4.1 | "Miscommunication has been shown to be one of the major sources of office conflicts, national disasters and even international incidences." Discuss how effective organizational communication reduces miscommunication? | 3.0
(LO2, 3) |
| Q. 4.2 | What is marketing? How marketing is different from selling? Discuss the modern concepts of marketing? | 3.0
(LO1,4) |
| Q.4.3 | What is market research and marketing plan? Explain with support of suitable examples. | 4.0
(LO 2,4) |
| Q. 5.1 | "Financial management deals with procurement of funds and their effective utilization in the business." Explain in detail the reasons for shift in objectives from profit maximization to wealth maximization and now to value maximization. | 3.0
(LO1,4) |
| Q.5.2 | Why time value of money is an important concept in financial management? Justify, your answer and link your answer with decisions involved in financial management. | 3.0
(LO 1,3) |
| Q. 5.3 | What is operations management? How is operations management different from supply chain management? Explain the challenges faced by managers in operation management? | 5.0
(LO1) |

all the best!