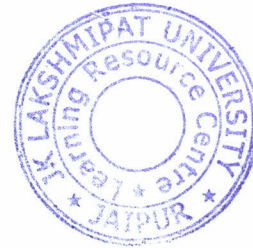




**Institute of Management
JK Lakshmipat University
Jaipur
END TERM EXAMINATION 2015**



**BBA: SEM I
MM: 50 Marks**

**Course: Foundation of Management
Time: 3 Hours
Subject code: BBA101**

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

- Q1. Discuss Fayol's principles of Management? (10 marks).
- Q2. Discuss the concept of Span of Management and further elaborate various determinants of Span of Management? (10 marks).
- Q3. Discuss the Process and various Principles of Planning? (10 marks).
- Q4. What do you understand by Direction? Discuss its utility in an effective Management. (10 marks).
- Q5. Discuss Leadership along with its various types? Further differentiate between Leadership and Management? (10 marks).

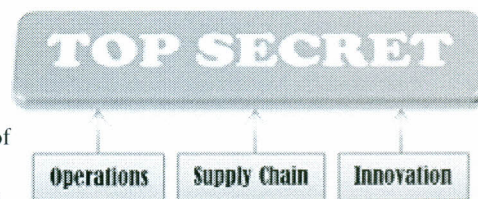
Section B

Q6. Product launch events or major announcements at developer conferences are not something new. The surprise element at these events is critical and viewed as powerful to brand strategy. A new product feature or information is something all companies try to protect from being leaked. Accordingly, many companies use operational secrecy as a strategy, limited not just to its communications department but as integral to its corporate culture. The secrecy helps develop trust in the team and fellowship among employees. Companies have internal security teams and employees can even be fired for leaking information. Some companies have gone so far as to spreading disinformation about product plans to its own employees. When Apple's iPod was launched, its own employees were as surprised as all others.

Many corporate governance experts view hiding information as lack of transparency in not disclosing information to the marketplace or stakeholders. But companies especially in the technology industry like Apple, Nokia and Google are getting a reputation for non-disclosure of their next innovation. However, these companies thrive on constant and discrete product innovation. They have built fanatic consumer loyalty and enjoy a high level of profitability with high volumes by avoiding 'me-too' products.

Apple's private supply chain

Three traits of Steve Jobs' success with Apple that stand out are attention to detail, constant feedback and secrecy around its famed product unveiling. Apple is known to maintain pre-launch secrecy of its products going as far as placing electronic monitors to track its yet to be released products across its supply chain. So the company, shipping its yet to be released products in tomato boxes to avoid detection is not surprising. Apple even took its fixation with secrecy to the courts. The secrecy culture began with the release of its first Macintosh. Competitors like Microsoft and Sony already had information about it before its launch.



When Jobs walked out with an envelope in hand during an Apple keynote, not many suspected that it would contain the ultra-thin MacBook Air. The surprise and wow on the faces of the audience was a moment to capture. Apple is reportedly working on the iWatch and could also announce Apple Television in future.

With reference to the information's given in the case discuss the importance of communication in the success of the organization? (20 marks).