

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, December 2025
BBA/ BBA (Hons.)/ BBA (Fintech), Semester I, 2025-26

Roll No.....

LS1111- Fundamentals of Business Management

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Mention all the rationales for your answers clearly.

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- Q. 1 Flipkart aims to become India's most customer-centric e-commerce platform. To achieve this, it plans to reduce delivery time in metro cities by 20%. Its logistics team sets a target to hire 500 additional delivery agents in Delhi and Mumbai within the next two months. 5.0
(CO3)
- Explain how strategic, tactical, and operational goals are interrelated in the above case. Why is goal alignment essential for organizational effectiveness?
- Q. 2 A garment manufacturing unit sets a target of producing 1000 shirts per week. At the end of the week, it was found that only 840 shirts were made. The manager finds the reason to be machine downtime and lack of training among new staff. 4.0+2.0
(CO2, 4)
- (a.) Identify and explain the controlling process steps visible in this case.
(b.) Suggest two corrective actions the manager should implement.
- Q. 3 (a.) Distinguish between functional and divisional organisational structures with examples. 5.0
(CO1)
- OR**
- (b.) What factors influence the choice of organisational structure in a company?
- Q. 4 Explain the principle of parity between authority and responsibility and analyse what happens when this principle is not followed by an organisation. Provide examples. 6.0
(CO2, 3)

OR

How staffing is changing in modern organizations. Discuss the major staffing trends adopted in the 21st century.

- Q. 5 Neha, a newly appointed team leader at GreenLeaf Organics, is responsible for handling a small team working on a customer service improvement project. Within a few days, she notices that team members are unsure about their tasks, communication is unclear, and some employees feel demotivated due to lack of guidance. Minor misunderstandings are already causing delays. Neha realizes she must use effective direction, clear communication, motivation, supervision, and leadership to bring the team back on track and ensure smooth functioning. 4.0 (CO3)

Based on the above case, describe the key skills required for effective direction that Neha must use to guide her team successfully.

- Q. 6 (a.) "Behavioural resistance is one of the biggest challenges in implementing a control system." Explain three ways managers can make control more acceptable and effective. 4.0 (CO3)

OR

(b.) Explain Pre-control, Concurrent Control, and Post-control, and illustrate each type with an example.

all the best!