

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2022
B.B.A., Semester I, 2022-2025

Roll No.....

LS1101: FOUNDATION OF MANAGEMENT

Time: 2.5 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Mention all the rationale for your answers clearly.
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Q. 1 Though performance appraisal is essential to evaluate and assess the employee's performance but there are certain limitations that can hamper its effectiveness. Considering this, provide any four limitations of the performance appraisal methods. 2.0
(L.O. 1,2)

Q. 2 Given below are some formulas used in giving instructions. Identify the following type of method used by the manager to ensure compliance to his/her orders and explain the usage of method in three-four lines. 4.0
(L.O. 2)

- a. "Do what I say or else...."
- b. "Do what I say because I am good to you"
- c. "You do as I say in certain respects, and I do as you say in certain other aspects"
- d. "If we perform together, each will achieve his goals"

Q. 3 Read the scenario below and provide the answer to the question at the end. 3.0
(L.O. 3,4)

Aayush has joined a firm *Edupoint- leading online education company* as a general manager in marketing team. He has 7 years of experience and has worked at global level in planning and executing marketing strategies. In his team, there are two other general managers, Priyanka, and Manish. Both have same level of experience but none of them have worked at global level. They are working in *Edupoint* from last 5 years. Aayush knew about this and always thought that he has an upper hand as he is more experienced. When he started working, he noticed that his boss, Vanshika has some favorable preference for Priyanka and Manish. Vanshika used to ignore the suggestions made by Aayush and consider only suggestions from Priyanka and Manish as she believed that Aayush is new to the company and may not deliver the best. Also, when the time of appraisal came, Aayush was ranked average. Aayush felt disheartened. He believed that he puts in more efforts as compared to other two members but has received less output. Also, he heard from somewhere that his pay package is less than Priyanka and Manish. This made him more upset. He withdrew himself behavior and started taking lesser interest in business operations. Vanshika on the other hand was not able to understand the behavior of Aayush.

Based on the above situation, describe in detail the relevant theory of motivation that is defining Aayush's behavior.

- Q. 3.2 Though Herzberg's two factor theory of motivation has received a great deal of attention, but it has been criticized for several reasons. What are the limitations of the theory and list *four* hygiene and *four* motivator's factors as per theory. 4.0 (L.O. 2)
- Q4. Explain the types of formal communication channels in the organization 3.0 (L.O. 1)
OR
"There are no such things like perfect communication". Explain the barriers to the communication process in organizations.
- Q5 Identify the type of leadership approach and illustrate 6.0 (L.O.2)
- a. Leaders are defined by their traits/qualities or attributes.
 - b. Ohio State University Model Approach to leadership.
 - c. Fiedler's Model approach to leadership.
- Q6 'Aditya limited.' is a large company engaged in assembling of air-conditioners. Recently the company had conducted Time and Motion study and concluded that on an average, a worker can assemble ten air-conditioners in a day. The target volume of the company in a day is assembling of 1,000 units of air-conditioners. The company is providing attractive allowances to reduce labour turnover and absenteeism. All the workers are happy. Even then the assembling of air-conditioners per day is 800 units only. To find out the reason, the company compared actual performance of each worker and observed through CCTV that some of the workers were busy in gossiping. To improve the situation, the company started setting up individual targets so that the overall targets can be achieved. One month later, it was found that the intervention was effective, and individuals were involved in gossips only after they achieved their targets. 3.0 (L.O. 1,3)
- 1. Identify the function of management discussed above.
 - 2. State the steps in the process of the function identified.

Q7.

- (2+3)=5.0
(L.O. 1,4)
- a. Understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firm. Considering the statement, provide four points (in detail) justifying why in the present-day competitive market, it is essential for a business enterprise to remain alert and aware of its environment.
- b. Identify the various dimensions of business environment in following cases:
1. With the election of a new government the sensex drops by 748 points.
 2. A particular channel refrains from showing the advertisement of a particular product as it is banned by the government.
 3. A software is in high demand among the industrial buyers as it can connect all the branches of a company as a single integrated unit.
 4. At the time of Holi many manufacturing firms get involved in making colours which are used in the celebration of this colourful festival.
 5. It is not advisable to open a luxury car showroom in the middle of an economy where per capita income is very low.
 6. With increasing pollution, company started manufacturing low carbon emission vehicles.