



**Institute of Management
JK Lakshmipat University, Jaipur**

END TERM EXAMINATION, 2019

Course: Foundation of Management
Course Code: LS1101
BBA Sem-I

Maximum Marks: 40 Marks
Time: 2 hours

Instruction: Attempt any 4 in Section- A. Section-B is compulsory.

SECTION- A

1. "SWOT analysis is important for building strategic plan". Do you agree or disagree? Give reason to support your opinion. **(5 marks)**
2. Which type of organization structure will be more suitable for Hospital and a University? Elaborate your answer with suitable reasons. **(5 marks)**
3. Elucidate role of Corporate Social Responsibility of a business in developing the society. **(5 marks)**
4. What is Feedforward and Feedback control? Why it is important for managers. Give an example to support your answer? **(5 marks)**
5. Write short notes on: (any 2) **(5 marks)**
 - a. Span of management
 - b. Capitalistic view of CSR
 - c. Need for control

SECTION-B

- A. If you were executive of large corporation what CSR activities, you would have suggested keeping in mind the need to the city in which the offices are situated. Give reason for CSR activities proposed for each location so that it is approved by your authorities. The location of Co. offices are:
1. Delhi
 2. Jaipur
- (10 marks)**

6. Describe a decision you have made with perfect rationality, Bonded rationality and Intuition. In the following cases

- a. Selection of college/ university after your 12th standard
- b. Deciding for movie
- c. Taking a lift while stuck on the road
- d. Applying for internship in various companies

(10 marks)