

<b>Name:</b> <b>Enrolment No:</b>	
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**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2022**

**Course: Principles and Practices of Management**

**Semester: I**

**Program: BBALLB**

**Course Code: CLNL 1006**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**(5Qx2M=10Marks)**

S. No.	Answer in one word:	Marks	CO
Q 1	Principles and practices of management is an introductory course on management process from.....perspective.	2	CO1
Q2	MBO stands for .....	2	CO1
Q3	.....is the systematic process of Management Synchronization.	2	CO1
Q4	The process in which the managers guide and instruct workers for better performance is known as (Leading/Directing/ Both)	2	CO1
Q5	.....are organizational assets.	2	CO1

**SECTION B**  
**(4Qx5M= 20 Marks)**

Q 6	Throw a light on the Managerial Role in an Organization.	5	CO2
Q7	Challenge yourself as a Manager.	5	CO2
Q8	Do you think an organization needs a Manager? Give reasons for your answer.	5	CO2
Q9	Resources are organizational assets. Explain	5	CO22

**SECTION-C**  
**(2Qx10M=20 Marks)**

Q 10	Planning is the most basic form of all management functions. Do you agree with the statement? Give reasons for your answer.	10	CO3
Q11	Is there any relationship between Management Levels and Skills? Describe with the help of pictorial presentation.	10	CO3

**SECTION-D**  
**(2Qx25M=50 Marks)**

Q12	<p><b><u>CASE STUDY:</u></b> Shri. Chemicals Ltd., a soap manufacturing company, wanted to increase its market share from 30% to 55% in the long-run. A recent report submitted by the Research &amp; Development Department of the company had predicted a growing trend of herbal and organic products. On the basis of this report, the company decided to diversify into new variety of soaps with natural ingredients having benefits and fragrances of Jasmine, Rose, Lavender, Mogra, Lemon Grass, Green Apple, Strawberry etc. The Unique Selling Proposition (USP) was to promote eco-friendly living in the contemporary life style. The company decided to allocate t 30 crores to achieve the objective.</p> <p><b>Q: Identify the type of one of the functions of management mentioned above which will help the company to acquire dominant position in the market.</b></p>	25	CO4
Q 13	<p><b><u>CASE STUDY:</u></b> Two years ago, Sakshi completed her degree in food technology. She worked for sometime in a company that manufactured chutneys, pickles and murabbas. She was not happy in the company and decided to have her own organic food processing unit for the same. She set the objectives and the targets and formulated an action plan to achieve the same. One of her objectives was to earn 10% profit on the amount invested in the first year. It was decided that raw materials like fruits, vegetables, spices, etc. will be purchased on three months credit from farmers cultivating only organic crops. She also decided to follow the steps required for marketing of the products through her own outlets. She appointed Mohan as the Production Manager who decided the exact manner in which the production activities were to be carried out. Mohan also prepared a statement showing the number of workers that will be required in the factory throughout the year. Sakshi informed Mohan about her area wise sales target for different products for the forthcoming quarter. While working on the production table, a penalty of Rs 100 per day for not wearing caps, gloves and apron was announced.</p> <p><b>Q: Quoting lines from the above paragraph identify and explain the different types of plans discussed.</b></p>	25	CO4