

VVM's Shree Damodar College of Commerce & Economics, Margao, Goa
 FY BBA(FS), Semester-I, Semester End Assessment, Supplementary June 2025
 MGF-100: FUNDAMENTALS OF MANAGEMENT (OA- 38, NEP 2020)

Duration: 02 Hours

Marks:80

Instructions:

1. Start each question on fresh page.
2. All questions are compulsory, however choice is available for Q No 4 & 5

Q.1. Write a short note on the following

(4X2=8 Marks)

- a) Levels of Management
- b) Need & Objectives of Organisational Development
- c) Importance of Planning
- d) Autocratic Style of Leadership.

Q2. a. Explain the characteristics of a good manager.

(04 Marks)

Q2.b. FreshMart Retail is a chain of stores that has recently opened several new locations. However, the management notices that employee motivation is low, and customer service standards are slipping. To address these issues, they realize the need to improve their directing function. Identify & Explicate the key elements of the directing function that FreshMart Retail should focus on to enhance employee motivation and customer service.

(04 Marks)

Q3.a. You are the newly appointed leader of a team in a large organization that has been facing challenges in employee engagement and productivity. Feedback from team members indicates a lack of trust in leadership, poor communication, and a feeling of being undervalued.

As you step into this role, identify and analyze the key qualities of a good leader that you need to develop and demonstrate to address these challenges.

(08 Marks)

b. At Zenith Corp, a series of conflicts has emerged as the company grows. Employees are facing personal dilemmas, there are tensions between colleagues, teams are divided, departments are clashing, and communication between management and staff is deteriorating. Identify and categorize the different types of conflicts in the situation above. Suggest one way to resolve each type of conflict.

(08 Marks)

Q4. A. i) GreenLife Manufacturing produces eco-friendly products. Recently, the company has faced issues with declining productivity, communication gaps between departments, and a lack of employee motivation. To address these challenges, the CEO, has decided to implement improvements in their management practices based on Henri Fayol's 14 Principles of Management. As a consultant hired by GreenLife Manufacturing, Highlight any eight of Fayol's 14 Principles of Management that you would recommend to improve productivity, enhance communication, and boost employee morale in the company. **(08 Marks)**

Q4. A. ii) Visteon Ltd. needs to hire five new software developers to meet an upcoming project deadline. The company has limited resources and time, so the HR manager, must efficiently manage the staffing process to find qualified candidates who can start immediately and fit well within the team. As an HR manager, outline the steps in the staffing process you would follow to ensure the timely recruitment and onboarding of the new developers. **(08 Marks)**

OR

Q4. A. iii) You are the manager of a large organization spread across multiple regions, and you are facing significant communication challenges across departments. Employees have reported issues with collaboration, misunderstandings, and delays in completing projects. Additionally, there is confusion about roles and responsibilities, leading to declining team morale. As the manager, identify and analyze the potential barriers to communication within the organization. **(08 Marks)**

Q4. A. iv) In a consulting firm, a new project team has been formed to tackle a critical client project. The team consists of diverse members from various departments, including marketing, finance, and operations. As the team leader, you observe that the team is navigating through different phases of development. Describe the stages of team formation as outlined by Tuckman's model. **(08 Marks)**

Q5. Answer ANY FOUR of the following

I. Persistent Systems Ltd is a rapidly expanding company in the technology sector. As it grows, the management is encountering various challenges that threaten its success. The leadership team recognizes the need to adapt to changing circumstances to maintain a competitive edge and meet the evolving needs of both employees and customers. Highlight the management challenges that may be faced by Persistent Systems Ltd during its growth phase. **(08 Marks)**

II. In a mid-sized manufacturing company, management has observed a significant decline in employee motivation and productivity. Concerned about the implications for overall

performance, they are eager to identify the root causes of these issues. As the newly appointed HR consultant, you are recommending the use of Herzberg's Two-Factor Theory to assess employee motivation within the organization. Elucidate Herzberg's Two-Factor Theory, including the concepts of hygiene factors and motivators. How can this theory be utilized to diagnose the factors contributing to the decline in employee motivation and productivity at the company? **(08 Marks)**

III. FreshBite Foods has been struggling with delays in deliveries and increased customer complaints. The management realizes that without proper oversight, they cannot meet their goals effectively. Explain the importance of the controlling function for FreshBite Foods to overcome its challenges. Provide one specific example of how effective controlling could improve their operations. **(08 Marks)**

IV. In a large technology firm named TechInnovate Solutions, management has announced the implementation of a new software system designed to enhance operational efficiency. However, employees across the organization have shown significant resistance to this change, voicing their concerns and reluctance to adopt the new system. Identify and explain the possible causes of resistance to change that employees in TechInnovate Solutions may be experiencing. **(08 Marks)**

V. Pixel Ltd. has recently adopted a formal organizational structure to improve efficiency, but employees often rely on informal networks for quicker communication. Contrast the differences between formal and informal organizational structures in the context of Pixel Ltd. **(08 Marks)**
