

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FYBBA, Term I (REGULAR) End Term Assessment-October 2022

BBCB005: Management Process

Duration: 1.5 hours

Maximum Marks: 25

Instructions: 1. Start each question on a fresh page.
2. Figures to the right indicate maximum marks.

Q1. Answer the following questions.

1. Give one example each of companies that use departmentation by geography and departmentation by customers. (02 marks)
2. Illustrate a situation where the manager of a digital marketing company uses Experimentation method to take a decision. (02 marks)
3. Give examples of 2 positions in a large organization which are considered to be middle level management positions. (01 mark)

Q2. Answer the following questions.

1. The managerial grid is a useful device for identifying and classifying managerial styles. If you are selected as a group leader of your group for a class project (e.g., to make a case study on a particular company) which managerial style would you use to make sure that your group comes across as the best. Justify. (04 marks)
2. Budgeting can be a good control device to exercise managerial control. But there have been instances where budgeting is not as effective compared to others as a managerial tool. Discuss under which situation budgeting as a tool fails to be effective. (04 marks)
3. There are many business owners who feel that planning for a long-term goal is unnecessary because it is impossible to predict the future. Comment. (03 marks)

Q3. Answer the following questions.

(05*02 = 10 marks)

1. Shivam Technologies is an IT company. The company believes having a rigid or a formal organization structure hinders the environment of the company hence the company follows an informal organization structure. What is your opinion on this idea of the company? Also, construct a diagram depicting the informal organizational structure.
2. Rajeev Kamat is the CEO of Powertrain Equipments Pvt Ltd. The company manufactures engine components for various automobile companies. Since the past 8 months the sales of the company have been falling continuously. It was identified that the time taken to deliver the products was too high, hence clients were cancelling the orders. Rajeev highlighted this topic during the board meeting. The board members came up with various alternatives to solve this issue. Which steps Rajeev should take in the decision-making process to make a rational decision?
