

24U157

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BBA1 CJ101 - FOUNDATIONS IN BUSINESS DECISION

(BBA - Major Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain the difference between programmed and non-programmed decisions. [Level:2] [CO1]
2. Explain how standard deviation provides insight into data distribution. [Level:2] [CO1]
3. Why is it important to understand external environmental factors in decision-making? [Level:1] [CO1]
4. Describe how multi-voting helps groups prioritize options effectively [Level:2] [CO2]
5. How does consensus building enhance collaboration among group members? [Level:1] [CO2]
6. What are the key characteristics of management? [Level:1] [CO3]
7. Define Classical management theory and name two key contributors. [Level:1] [CO3]
8. Describe the consensus decision-making process in brief. [Level:1] [CO3]
9. What are the various types of control used in organizations? Provide examples of each type. [Level:1] [CO4]
10. Explain the role of feedback in the training and development process. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain the advantages and disadvantages of brainstorming as a group decision-making tool. [Level:2] [CO1]
12. What does PESTLE stand for in PESTLE Analysis, and why is it important? [Level:1] [CO1]
13. Explain the concept of "satisficing" in bounded rationality. How does it differ from optimizing? [Level:1] [CO2]

14. Identify one major strength and one major weakness of intuition-based decision making [Level:1] [CO2]
15. How does middle-level management act as a bridge between top management and operational staff? Provide examples. [Level:1] [CO3]
16. Explain the differences between the analytical and cognitive decision-making styles in terms of data usage and intuition. [Level:2] [CO3]
17. Explain the significance of planning in achieving organizational goals and objectives. [Level:2] [CO4]
18. Illustrate a scenario where the control process helped an organization make necessary adjustments to its strategy. [Level:3] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Discuss how the Rational Model ensures that decision-making is logical and evidence-based. [Level:2] [CO2]
20. Discuss the significance of various leadership styles (such as transformational, transactional, and situational leadership) in motivating employees and achieving team goals. [Level:2] [CO4]

(1 × 10 = 10 Marks)
