

25U148

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UBBA1CJ101 - FOUNDATIONS IN BUSINESS DECISION

(B.B.A. - Major Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. What is a structured decision-making process? [Level:1] [CO1]
2. Define Decision Tree Analysis and its use in decision-making. [Level:1] [CO1]
3. What is the median, and how is it calculated? [Level:1] [CO1]
4. Define expert intuition in decision making. [Level:1] [CO2]
5. Define multi-voting and its purpose in group decision-making. [Level:1] [CO2]
6. How does top-level management influence organizational culture and strategy? [Level:2] [CO3]
7. What are the key characteristics of participative decision-making? [Level:1] [CO3]
8. Why is leading considered a crucial function of management? [Level:2] [CO3]
9. What are the various types of control used in organizations? Provide examples of each type. [Level:1] [CO4]
10. List the key components of the recruitment process. [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. How does PESTLE Analysis help businesses assess external factors that influence decision-making? [Level:2] [CO1]
12. Discuss how strategic decisions impact the overall direction of an organization. [Level:2] [CO1]
13. Define the key steps involved in the Rational Decision-Making Model. [Level:1] [CO2]

14. What are the advantages and disadvantages of group decision-making compared to individual decision-making? [Level:2] [CO2]
15. How does the consensus decision-making approach foster commitment among team members? Provide examples. [Level:2] [CO3]
16. Who were the main proponents of the Neo-Classical approach, and what did they emphasize? [Level:1] [CO3]
17. Describe the interrelationship between planning and decision-making in management. [Level:2] [CO4]
18. How do feedback mechanisms function within the control process? Provide an example. [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Define the Bounded Rationality Model and explain how it differs from the classical model of decision-making. [Level:1] [CO2]
20. Describe the relationship between organizing and leadership in management. How do these two functions interact to achieve organizational success? [Level:2] [CO4]

(1 × 10 = 10 Marks)
