

Code No: **24BA1T1**

**I MBA - I Semester - Regular Examinations
DECEMBER 2024**

MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains two Parts: Part-A and Part-B.
 2. Part-A contains 5 essay questions with an internal choice from each unit.
 Each Question carries 12 marks.
 3. Part-B contains one Case Study for 10 Marks.
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Analyze the significance of management functions such as planning, organizing, and controlling in a rapidly changing business environment.	L4	CO1	6 M
	b)	Evaluate how managers can overcome challenges related to managing contemporary organizations.	L5	CO1	6 M
OR					
2.	a)	Apply FW Taylor’s principles of scientific management in the context of a modern service-oriented organization.	L3	CO1	6 M
	b)	Evaluate the applicability of Taylor's methods in today's technology-driven work environments.	L5	CO1	6 M

<u>UNIT – II</u>					
3.	a)	Analyze the factors determining an effective span of management within a growing organization.	L4	CO2	6 M
	b)	Evaluate the advantages and disadvantages of decentralization for large multinational corporations.	L5	CO2	6 M
OR					
4.	a)	Apply the delegation process to a managerial scenario where leaders must delegate tasks effectively in a fast-paced environment.	L5	CO2	6 M
	b)	Evaluate how the success of delegation impacts overall organizational performance.	L3	CO2	6 M
<u>UNIT-III</u>					
5.	a)	Analyze the importance of staffing as a key managerial function in organizational development.	L4	CO3	6 M
	b)	Evaluate how effective staffing can influence an organization's ability to meet its strategic goals.	L5	CO3	6 M
OR					
6.	a)	Apply the principles of controlling to a business situation where performance gaps are identified.	L3	CO3	6 M
	b)	Evaluate the effectiveness of different control methods in ensuring organizational success.	L5	CO3	6 M
<u>UNIT – IV</u>					
7.	a)	Analyze how organizational behavior contributes to the overall effectiveness of an organization.	L4	CO4	6 M

	b)	Evaluate the role of contributing disciplines (e.g., psychology, sociology) in understanding and shaping organizational behavior.	L5	CO4	6 M
OR					
8.	a)	Identify the various steps involved in the process of Perception.	L3	CO4	6 M
	b)	Evaluate how leadership styles influence group dynamics within a project team.	L5	CO4	6 M
<u>UNIT – V</u>					
9.	a)	Analyze the need for change in organizations undergoing a digital transformation.	L4	CO5	6 M
	b)	Evaluate the role of organizational development in facilitating successful change management.	L5	CO5	6 M
OR					
10.	a)	Apply the process of organizational development to improve the efficiency of an underperforming department.	L3	CO5	6 M
	b)	Evaluate how resistance to change can be managed effectively through strategic leadership.	L5	CO5	6 M

PART – B

	CASE STUDY	BL	CO	Max. Marks
11.	<p>Resolving Team Conflict in a Marketing Agency</p> <p>Background</p> <p>In a bustling marketing agency, a team of creative professionals is working on a high-stakes advertising campaign for a major client. The team includes individuals with diverse skills, ranging from graphic design and</p>	L4	CO4	10 M

copywriting to digital marketing. As the project progresses, conflicts arise that threaten the project's success.

Key Players

1. Sarah (Project Manager): Task-oriented, deadline-driven and values efficiency.
2. Alex (Graphic Designer): Creative, perfectionist and prefers a meticulous design approach.
3. Jordan (Copywriter): Wordsmith, imaginative and values storytelling in content.
4. Taylor (Digital Marketer): Analytical, data-driven and emphasizes measurable results.

Conflict Scenario

A disagreement emerges during a brainstorming session for the campaign. Sarah wants a streamlined and visually impactful approach, pushing for concise messaging. Alex, the graphic designer, insists on more intricate designs that align with the client's aesthetic preferences. Jordan, the copywriter, emphasizes the importance of a compelling narrative, while Taylor, the digital marketer, wants data-driven strategies to maximize online engagement.

Questions

- a) What specific factors contributed to the conflict during the brainstorming session?
- b) How did the diverse skills and perspectives of team members lead to the disagreement?
- c) What are the steps to overcome the conflict in a Team?