

**QP Code : U24A044**

**Reg. No** : .....

**Name** : .....

**ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20**

**I SEMESTER BBA (FYUGP) DEGREE EXAMINATION, November 2024**

**BBA1CJ101 : FOUNDATIONS IN BUSINESS DECISION**

**2024 Admission Onwards**

**(Credits: 4)**

**Time : 2 Hours**

**Maximum Marks : 70**

**Section A**

*[Answer all. Each question carries 3 Marks] (Ceiling: 24 Marks)*

1. What are Measures of Central Tendency? [BTL1]
2. Analyze how cognitive biases can act as barriers in Decision making. [BTL4]
3. What are the factors of SWOT Analysis? [BTL3]
4. How can the concept of bounded rationality be applied ? [BTL3]
5. Describe the advantages of group decision making. [BTL2]
6. Explain any 3 principles of management. [BTL2]
7. Explain how planning can be applied in a business. [BTL3]
8. Why is organizing important for effective management? [BTL2]
9. What are operational decisions? [BTL3]
10. What are decision making models? [BTL1]

**Section B**

*[Answer all. Each question carries 6 Marks] (Ceiling: 36 Marks)*

11. What are the main functions of management? Describe each function briefly. [BTL1]
12. Demonstrate the functions of lower level management in ensuring the smooth functioning of day-to-day activities in a manufacturing company. [BTL3]
13. Compare and contrast the cognitive and behavioral decision-making styles of managers. [BTL4]
14. Explain planning process. [BTL2]
15. Define staffing in management. [BTL1]
16. Evaluate the effectiveness of different recruitment methods. [BTL5]

**Turn Over**

17. Examine the importance of control as a function of management in maintaining organizational standards and correcting deviations. [BTL4]

18. Analyze and explain various types of control. [BTL4]

**Section C**

*[Answer any one. Each question carries 10 Marks] (1x10=10 Marks)*

19. Evaluate the key decisions making models used in management. [BTL3]

20. Discuss the significance of leadership and analyze different leadership styles. [BTL5]

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