

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024****MAJOR****BBA1CJ101 FOUNDATIONS IN BUSINESS DECISION****Time : 2 Hrs****Maximum Marks : 70**

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

| Section A  |   | Ceiling Marks : 24 |    |                   |
|--|---|--------------------|----|-------------------|
| Answer all questions. Each carries 3 marks.          |   |                    |    |                   |
| No.  | Question  | M                  | BL | CO                |
| 1.   | What is SWOT analysis?  | 3                  | 2  | CO1               |
| 2.   | What are the strengths of the rational decision-making model?   | 3                  | 2  | CO1               |
| 3.   | How does bounded rationality differ from rational decision-making?  | 3                  | 3  | CO1<br>CO3<br>CO4 |
| 4.   | What are the advantages of intuition based decision making?   | 3                  | 2  | CO1               |
| 5.   | What is consensus building?   | 3                  | 2  | CO1               |
| 6.   | Define the concept of decision-making styles.   | 3                  | 1  | CO1<br>CO2<br>CO4 |
| 7.   | What are the different types of plans?  | 3                  | 1  | CO1<br>CO2<br>CO3 |
| 8.   | What are the key elements of an organizational structure?   | 3                  | 3  | CO1<br>CO2<br>CO3 |
| 9.   | Discuss the concept of performance appraisal.   | 3                  | 1  | CO3<br>CO5        |
| 10.  | Discuss on the levels of Control.   | 3                  | 3  | CO3<br>CO5        |
| Section B  |   | Ceiling Marks : 36 |    |                   |
| Answer all questions. Each question carries 6 marks. |   |                    |    |                   |
| No.  | Question  | M                  | BL | CO                |
| 11.  | Critically evaluate the factors affecting decision making.  | 6                  | 4  | CO1<br>CO3<br>CO4 |
| 12.  | Evaluate the various environmental factors that can influence decision-making?  | 6                  | 5  | CO1<br>CO3<br>CO4 |
| 13.  | Compare and contrast the rational model with the bounded rationality model of decision making   | 6                  | 3  | CO1<br>CO3        |
| 14.  | What is group decision-making, and why is it important?   | 6                  | 3  | CO3<br>CO4        |
| 15.  | What are the key challenges faced by managers in today's dynamic business environment? How can they effectively address these challenges? | 6                  | 2  | CO1<br>CO2<br>CO4 |
| 16.  | Analyze the decisional roles of a manager.  | 6                  | 3  | CO1<br>CO2<br>CO4 |
| 17.  | What are the different types of plans? Briefly explain each type.   | 6                  | 1  | CO1<br>CO2<br>CO3 |

|   |   |          |           |                   |
|---|---|----------|-----------|-------------------|
| <b>18.</b>  | Discuss the various types of control systems used in organizations.   | 6        | 1         | CO2<br>CO6        |
| <b>Section C</b>  |   |          |           |                   |
| Answer any 1 question. Each carries 10 marks. (1x10=10 marks) |   |          |           |                   |
| <b>No.</b>  | <b>Question</b>   | <b>M</b> | <b>BL</b> | <b>CO</b>         |
| <b>19.</b>  | Select a company or institution of your choice. Using the SWOT model, do an analysis and write down your inferences.    | 10       | 6         | CO3<br>CO5        |
| <b>20.</b>  | Discuss the factors influencing the shift in leadership styles and their implications for organizational effectiveness. | 10       | 3         | CO1<br>CO2<br>CO4 |

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