



LOYOLA-INTERNATIONAL ACADEMIC COLLABORATION

LOYOLA COLLEGE CHENNAI – 600 034

BBA-FRANCE – END SEMESTER EXAMINATION - ARREARS

I SEMESTER – APRIL 2023

BBA 135 – BUSINESS & MANAGEMENT

Date : 29-04-2023

Dept. No.

Max. : 100 Marks

Time : 01:00 PM - 04:00 PM

PART - A

Write a short note on the following in about 30 words each:

10 x 2 = 20 Marks

1. First Line Manager
2. Omnipotent view of management
3. What is Evidence Based management?
4. Define Threblings
5. Polycentric view to global management
6. Competitors intelligence
7. Operational Plans
8. Intuitive decision making
9. Omnipotent view of management
10. Strategic leadership

PART - B

Answer any FOUR questions in about 400 words each:

4 x 10 = 40 Marks

11. Do classrooms have cultures? How does your classroom culture constrain and enable both the students and the instructor?
12. Highlight on the six steps involved in the strategic management process.
13. "Businesses are built on relationships." What do you think this statement means? What are the implications for managing the external environment?
14. What do you think would be the hardest thing about being an entrepreneur? What do you think would be the most fun?
15. What are the major trends in the changing population of India and how is different from the world?
16. What is organisational culture? How do employees learn culture?
17. Explain the contribution of Henry Winslow Taylor to management.

PART - C

Answer any TWO questions in about 1000 words each:

2 x 20 = 40 Marks

18. Explain the relevance of political, economic, and cultural environment to global business.
19. Describe and evaluate the functions, roles and skills of managers.
20. Why do people in organizations resist change? Provide examples an organization can take to reduce resistance to change.
21. Evaluate the 8 step decision making process.
