

D 132444**(Pages : 2)****Name.....****Reg. No.....****FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2025**

Management Studies

BBA1CJ101—FOUNDATIONS IN BUSINESS DECISION

(Admission Year : 2024 only)

Time : Two Hours

Maximum : 70 Marks

Section A

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

1. What is PESTLE Analysis ?
2. What is meant by standard deviation ?
3. What is recruitment ?
4. What do you mean by non-programmed decisions ?
5. What is meant by the halo effect ?
6. What is meant by an autocratic leadership ?
7. List out the characteristics of structured decisions.
8. Define decision-making.
9. What are organizational and personal decisions ?
10. Define motivation.

(Ceiling 24 marks)

Section B

*All questions can be answered.
Each question carries 6 marks.*

11. What are the various stages involved in decision-making ?
12. Briefly explain the strengths and weaknesses of Intuition-based decision-making.
13. Briefly explain the importance of structured decision-making.
14. What are three common measures of central tendency ?

Turn over

15. What are the advantages and disadvantages of decision tree analysis ?
16. What are the steps or stages involved in the planning process ?
17. List out the roles of a manager in an organisation.
18. What are the various strategies used in group decision-making ?

(Ceiling 36 marks)

Section C

Answer any one.

Each question carries 10 marks.

19. What do you mean by leadership styles ? Explain the various decision-making styles of managers.
20. What is SWOT Analysis ? What are the various advantages of SWOT Analysis? Also, list the limitations or disadvantages of SWOT Analysis.

(1 × 10 = 10 marks)

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(2024 Admission onwards)

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Section A*Answer all question.**Each question carries 3 marks.**(Ceiling : 24 marks).*

1. What do you mean by Pros and Cons Analysis ?
2. What is meant by central tendency ?
3. What do you mean by decision-making ?
4. Define management.
5. What are cognitive biases ?
6. What are Programmed decisions ?
7. What is Planning ?
8. What do you mean by an intuition ?
9. Define leadership.
10. What is meant by training and development ?

Turn over

Section B

Answer all question.

Each question carries 6 marks.

(Ceiling : 36 marks)

11. What is meant by Standard Deviation ? Briefly explain its uses.
12. Write a note on Decision Tree Analysis.
13. Briefly explain the nature or characteristics of decision-making.
14. What are the various sources of recruitment ?
15. Explain the steps involved in the control process.
16. What are the functions of management ?
17. Write notes on measures of dispersion.
18. What are the various factors affecting the decision-making ?

Section C

Answer any one question.

The question carries 10 marks. (1 × 10 = 10 marks).

19. Discuss the importance of planning. What are the various types of plans?
20. What is PESTLE Analysis ? List out the factors of PESTLE Analysis. What are the various advantages and limitations of PESTLE Analysis ?