

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)