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|--|---|----|-----|
| 14. In which modern organizational type do employees from different departments work together on projects? | 1 | K1 | CO4 |
| (a) Divisional structure   |   |    |     |
| (b) Functional structure   |   |    |     |
| (c) Matrix structure   |   |    |     |
| (d) Hierarchical structure   |   |    |     |
| 15. Which of the following is a visible element of organizational culture?                                 | 1 | K1 | CO4 |
| (a) Organizational values  |   |    |     |
| (b) Employee behavior norms  |   |    |     |
| (c) Dress code and office layout   |   |    |     |
| (d) Beliefs and assumptions  |   |    |     |
| 16. What is the last phase of the organizational innovation process?                                       | 1 | K1 | CO4 |
| (a) Idea generation  |   |    |     |
| (b) Concept development  |   |    |     |
| (c) Diffusion and implementation   |   |    |     |
| (d) Brainstorming  |   |    |     |
| 17. Which of the following best describes an ethics committee?   | 1 | K1 | CO5 |
| (a) A group that enforces company policies   |   |    |     |
| (b) A team responsible for creating marketing strategies   |   |    |     |
| (c) A body that develops ethical standards and resolves dilemmas   |   |    |     |
| (d) A unit that conducts market research   |   |    |     |
| 18. Which model of corporate governance emphasizes maximizing shareholder value?                           | 1 | K1 | CO5 |
| (a) Continental Model  |   |    |     |
| (b) Japanese Model   |   |    |     |
| (c) Anglo-American Model   |   |    |     |
| (d) Stakeholder Model  |   |    |     |
| 19. Which of the following is NOT a type of corporate citizenship?   | 1 | K1 | CO5 |
| (a) Environmental responsibility   |   |    |     |
| (b) Ethical responsibility   |   |    |     |
| (c) Financial responsibility   |   |    |     |
| (d) Philanthropic responsibility   |   |    |     |
| 20. What is the primary focus of ethical marketing?  | 1 | K1 | CO5 |
| (a) Maximizing profit through any means  |   |    |     |
| (b) Honesty and transparency in advertising  |   |    |     |
| (c) Aggressive sales tactics   |   |    |     |
| (d) Increasing brand awareness   |   |    |     |

**PART - B (10 × 2 = 20 Marks)**

Answer ALL Questions

- |   |   |    |     |
|---|---|----|-----|
| 21. Identify two key figures in the classical management theory.    | 2 | K1 | CO1 |
| 22. List out any two advantages of a partnership.                   | 2 | K1 | CO1 |
| 23. Recall the term formal organization.                            | 2 | K1 | CO2 |
| 24. List the main steps involved in the selection process.          | 2 | K1 | CO2 |
| 25. Write short notes on Classical Conditioning.                    | 2 | K1 | CO3 |
| 26. Differentiate between positive and negative reinforcement.      | 2 | K2 | CO3 |
| 27. Paraphrase the term Organizational Culture.                     | 2 | K2 | CO4 |
| 28. Outline any two strategies for overcoming resistance to change. | 2 | K2 | CO4 |
| 29. Summarize the roles of Ombudsperson.                            | 2 | K2 | CO5 |
| 30. Rephrase Green washing with an example.                         | 2 | K2 | CO5 |

**PART - C (6 × 10 = 60 Marks)**

Answer ALL Questions

- |  |    |    |     |
|--|----|----|-----|
| 31. a) Discuss the functions of management in detail.                    | 10 | K2 | CO1 |
| <b>OR</b>  |    |    |     |
| b) Explain in detail about the elements of Internal Environment.         | 10 | K2 | CO1 |
| 32. a) Define planning and outline the steps involved in Planning.       | 10 | K2 | CO2 |
| <b>OR</b>  |    |    |     |
| b) Compare Budgetary and Non-Budgetary Control Techniques.               | 10 | K2 | CO2 |
| 33. a) Examine the factors influencing Perception.                       | 10 | K3 | CO3 |
| <b>OR</b>  |    |    |     |
| b) Illustrate the different styles of leadership in directing employees. | 10 | K3 | CO3 |

34. a) Infer the types of modern organizations bases and explain in what ways they differ from traditional organizational types. 10 K3 CO4
- OR**
- b) Evaluate the various dimensions of Organizational Culture. 10 K3 CO4
35. a) Analyze the key aspects of ethics in Marketing and Advertisement. 10 K4 CO5
- OR**
- b) Assess the significance of Corporate Social Responsibility. 10 K4 CO5
36. a) i) Explain the methods to overcome resistance to Change. 5 K2 CO4  
 ii) Outline the principles of Business Ethics. 5 K2 CO5
- OR**
- b) i) Describe Force Field Analysis. 5 K2 CO4  
 ii) Discuss the models of Corporate Governance. 5 K2 CO5