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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)