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(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2024**

Management Studies

BBA1CJ101—FOUNDATIONS IN BUSINESS DECISION

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

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 ?

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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 ?