

International Islamic University Chittagong

Department of Economics & Banking

Final Examination: Spring-2023

Program: BSS (Hons) in Economics and Banking

Course Code: MGT-1201

Course Title: Principles of Management

Time: 2.5 Hrs.

Full Marks: 50

Answer the following questions. All parts of a question must be answered sequentially. Figures in the right margin indicate full marks.

Q/N	Description of questions	Marks	CLOs and PLOs	Cognitive learning
1. (a)	Company ABC was facing a significant decline in employee morale and productivity. The CEO recognized the need for strong leadership to address the challenges. They implemented a charismatic leadership approach, focusing on inspiring and empowering employees to achieve their full potential. The leadership team created a positive work culture through effective communication, setting clear goals, and providing support. This resulted in improved employee engagement, enhanced collaboration, and increased productivity. The case highlights the crucial role of leadership as a management function in driving organizational success.		CLO- 4, 5 & PLO- 1, 2, 4, 5	Applying Creating Evaluating
	i. What are the key characteristics of a charismatic leader? Discuss.	04		Remembering, Understanding, And Evaluating
	ii. How does effective communication contribute to successful leadership?	03		
	iii. How can a positive work culture be fostered through effective leadership?	03		
2. (a)	What is coordination? What are the necessary elements of good coordination in firms?	04	CLO- 5, 6 &	Remembering, Understanding
(b)	What is controlling? What is the importance of controlling?	04	PLO-	
(c)	Mention the barriers to coordination in firms.	02	1, 2, 4, 5, 6	
3. (a)	John is a young professional who recently joined a marketing firm. He is highly motivated to succeed and is working hard to climb the corporate ladder. According to Maslow's Need Hierarchy Theory, John's behavior can be explained by the five levels of needs. Initially, John focuses on fulfilling his physiological needs, such as food and shelter. Once these needs are met, he strives for safety by seeking job security. As he gains stability, John starts pursuing social needs and forming friendships at work. With his growing self-esteem, he aims for recognition and promotion within the company. Ultimately, John seeks self-actualization by maximizing his potential and achieving personal growth.		CLO- 3, 4, 5 & PLO- 1, 2, 4, 5	Understanding Analyzing Evaluating
	i. What are the five levels of needs in Maslow's theory? Discuss.	06		
	ii. At which stage of the hierarchy does John focus on building friendships?	02		
	iii. Can you provide some examples of self-actualization in the workplace?	02		

OR

- (b) Company XYZ recently surveyed to assess employee satisfaction. The results revealed a mix of positive and negative factors impacting motivation. According to Herzberg's Two-Factor Theory, employees' motivators are influenced by both hygiene factors (job context) and motivators (job content). The presence of motivating factors, such as recognition and growth opportunities, positively influenced employee satisfaction and motivation. Conversely, dissatisfaction arose from inadequate salary and poor working conditions. This case demonstrates the importance of addressing both hygiene factors and motivators to enhance employee engagement and productivity.
- i. What are the two factors described by Herzberg's Theory? 02
 - ii. How do hygiene factors impact employee motivation? 02
 - iii. What are examples of motivators according to Herzberg's Theory? 02
 - iv. How can inadequate salary affect employee satisfaction? 02
 - v. Why is it important for companies to address both hygiene factors and motivators? 02
4. (a) What is leadership? 02 CLO Remembering
- (b) Write notes on autocratic, democratic, and laissez-faire leadership styles. 03 4, 5 Understanding
- (c) Explain the following statements: 05 and PLO
- i. Manager exercises power over people. 1, 2, 4, 5
 - i. Leader exercises power with people.
5. (a) What are the five key components of effective communication? Discuss. 05 CLO Remembering,
- (b) What are some common barriers to effective communication in the workplace? 03 4, 5, 6 Understanding,
- (c) How does technology influence communication in today's digital age? 02 PLO Analyzing
- 1, 2, 4, 5, 6