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School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem I - D1UA120T - Principle of Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the role of communication in organizations and what are different communication channels? K2 (2)
- 2) What is organizational culture and how can it be shaped? K1 (3)
- 3) Develop a motivational strategy for a team of employees working on a new product development project. K2 (4)
- 4) Critique the effectiveness of a particular management style in a specific organizational context. K2 (6)
- 5) Contrast and compare the traditional and contingency approaches to management K3 (6)
- 6) Assess the role of communication in organizations and identify various communication channels. K3 (9)
- 7) Evaluate the effectiveness of a particular management style in a specific organizational context, providing recommendations for improvement. K4 (8)
- 8) What role does intuition and judgment play in management as an art? K4 (12)

OR

How does management as an art respond to unique and complex situations? K4 (12)