Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: ***Spring 2026*** | *Examination:* ***Final***
Time: ***2 hours*** | *Full Marks: 40*
Course Code: **0413-116** | *Course title:* ***Principles of Management***
Section:69 (A, B, C, D, E) | *Teacher's Name:* ***DKRT, MAH2, DNA, DMM***

[NB: All questions of this part carry equal marks. Answer all of the following questions, Practical and appropriate examples will carry extra marks.] ***Marks- 5×8= 40***

1. **Compare and explain** the roles of **long-term, intermediate, and short-term plans** in organizational management. How should managers balance these different planning horizons, and in the event of a conflict among them, which type of plan should be given priority? Illustrate your answer with appropriate examples. **CLO-1, L-2. (Marks-8)**

2. **Outline and demonstrate** the different types of leadership power along with various leadership behaviors and traits. In your answer, show how these elements influence a leader's effectiveness in managing and guiding employees within an organization.**CLO-1, L-2. (Marks-8)**
3. Assume you are a newly appointed operations manager in a company that is expanding its business across different product lines and geographical locations. The organization is struggling to manage employees efficiently, and top management is also concerned about maintaining control over performance and coordination across departments. **Choose and apply** the most appropriate method of grouping jobs and show how it can support effective controlling in improving coordination, supervision, and organizational performance. **CLO-2, L-3. (Marks-8)**
4. When Starbucks first opened its stores in New York, the company relied heavily on scientific marketing research, taste tests, and logical analysis to decide its product strategy. Based on this rational decision-making process, Starbucks chose to emphasize drip coffee, believing it would match customer preferences in the new market. However, the decision did not produce the expected results. Customers in New York showed a strong preference for espresso-based drinks, which were already popular in Starbucks' western markets. As a result, the company had to quickly adjust its strategy and reconfigure its stores to better align with actual customer demand. This case highlights that even well-researched and logical decisions may fail, while real-world outcomes are often influenced by human judgment, experience, and other non-logical factors. Assume you are a manager entering a new market and making a product-related decision similar to the Starbucks case. **Analyze** why a logically developed decision may fail in practice and explain how real-world conditions influence the final outcome of managerial decisions. **CLO-3, L-4. (Marks-8)**
5. Assume you are an HR manager in an organization where employees are showing mixed reactions toward their jobs, some are dissatisfied with the working environment, while others feel unmotivated despite receiving adequate pay and benefits. **Analyze and contrast** the factors influencing employee attitudes based on the two-factor theory. In your answer, highlight how different factors function in shaping satisfaction and dissatisfaction, and describe their role in employee motivation. **CLO-3, L-4. (Marks-8).**