

NAIPUNNYA BUSINESS SCHOOL (NBS)
FIRST SEMESTER MBA I INTERNAL EXAMINATION OCTOBER 2024
MANAGEMENT THEORY AND CORPORATE SOCIAL RESPONSIBILITY(BUS1C02)

Time:1 hour 30 min

Maximum:30 marks

Part A

Answer all questions
Each question carries 2 marks

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| 1. Workplace Definition. | L1; CO1 |
| 2. Meaning of Innovation with an example. | L3; CO2 |

Part B

Answer any two questions
Each question carries 4 marks

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|---|---------|
| 3. What managers Do and what are the management skills? | L5; CO1 |
| 4. What are the importances of Management ? | L3; CO1 |
| 5. What are the types of workplace diversity ? | L5; CO2 |
| 6. Challenges in managing diversity. | L1; CO2 |

Part C

Answer any one question
Each question carries 8 marks

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| 7. Scientific Management,Advantage and disadvantage-Narrate. | L1; CO1 |
| 8. What are the implications of disruptive innovation? | L4; CO2 |

Part D

Compulsory question
10 Marks

9. Because of its commitment to constant improvement, Amazon has become an industry leader around the world. Since its early days as an online retailer, Amazon has strived to provide ever-increasing value to its patrons through such innovations as the Kindle, Amazon Web Services, and Alexa. Amazon has been able to swiftly expand and diversify its business while maintaining its agility and responsiveness to market trends thanks to its approach of data-driven decision-making, experimentation, and customer-centricity.

- 1) Methods of promoting creativity and new ideas
- 2) Data driven decision making
- 3) Innovation is a key driver for success

L4; CO2
