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MANIPAL UNIVERSITY

DUBAI CAMPUS

BACHELOR OF BUSINESS ADMINISTRATION (BBA) – I SEMESTER DEGREE
EXAMINATION – JANUARY 2010

SUBJECT: INTRODUCTION TO BUSINESS (MGT-101)

Wednesday, January 13, 2010

Time: 9.00 to 12.00 Hrs.

Max. Marks: 100

READ THE INSTRUCTIONS CAREFULLY

All Questions carry Equal Marks

Answer any Five Questions:

1. Take up any business for which you are the CEO. What type of leadership style will you adopt? Compare it with other styles.
2. Explain the theory of Motivation according to Maslow. Compare it with Herzberg's theory.
3. A new Company wants to source finance for starting up. Discuss various forms of short-term and long term finance sources
4. What is product? Explain the process of development for a new product.
5. A renowned hotel chain wants to enter the UAE market. Make an outline of the business environment of UAE
6. Pepsi and Coke are known to follow comparative pricing. Explain the different types of pricing objectives and strategies adopted by organizations.
7. Explain tall and short organizations and the various types of departments with the help of diagrams.
8. What is Promotion Mix? Explain with examples