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**Student ID: .....** **Batch: 18th** **Set code: AB6**

**Daffodil International University**
Faculty of Science & Information Technology
Department of Information Technology & Management
**Final Examination, Fall-2025**
**Course Code: ITM 102, Course Title: Principles of Management**
Level: 1 Term: 1 Section: A
Instructor: DAR

**Duration: 2 Hours** **Marks: 40**

**Exam instructions:**

A) Answer all the Questions. [*at right side the allocated marks and corresponding course outcomes are indicated*]
B) During the exam you are not allowed to leave the exam hall to have water or restroom, but if you finish early, you may leave the hall submitting the script.
C) Do not keep your mobile phone or digital watch in your bag during the exam and keep all your belongings in a secure place.
D) Be respectful to the Exam ethics. Use own Stationary.

**Answer all the questions**

| No | Questions | Marks | CLO Level |
|---|---|---|---|
| Q1 | Burger King, a global fast-food brand operating in Bangladesh, plans to open new outlets in cities like Rajshahi, Cumilla, and Sylhet. At the same time, the company must maintain the same high-quality food and service standards currently seen in its Dhaka and Chattogram stores.<br>a) ***Identify*** key organizational plans that will support this expansion and ***explain*** how different levels of management can contribute to growth without reducing service quality. | 7 | CLO-3 L-3 |
| Q2 | YELLOW, a leading clothing brand in Bangladesh, plans to expand its operations by opening new outlets in Khulna and Cumilla. However, the company is encountering internal challenges during the goal-setting process for these new outlets.<br>a) ***Identify*** and ***explain*** three major internal barriers that YELLOW may face while setting goals for its expansion.<br>b) For each barrier, ***recommend*** realistic managerial solutions that could help the company overcome these challenges. | 8 | CLO-3 L-3 |
| Q3 | A mid-sized Bangladeshi apparel company is struggling to effectively manage its workforce. The management realizes that proper Human Resource Management (HRM) practices are crucial to improve employee performance, satisfaction, and retention.<br>a) ***Explain*** the four basic functions of HRM and ***discuss*** how each function contributes to achieving organizational goals. | 5 | CLO-3 L-2 |
| Q4 | Aarang plans to fill several managerial and supervisory positions. The HR department is considering using internal sources of recruitment to promote existing employees rather than hiring externally.<br>a) ***Identify*** and ***explain*** the main internal sources of recruitment that the company can use. | 5 | CLO-3 L-3 |

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| Q5 | *List* five common biases and mistakes that can occur during decision-making and *explain* each one with an example. | 5 | CLO-2 L-2 |
| Q6 | *How* program decision is differ from non-programmed decision, provide two examples for both. | 5 | CLO-3 L-1 |
| Q7 | *Interpret* the theoretical foundation of the Big Five Personality Traits and explain the significance of each dimension. | 5 | CLO-3 L-2 |