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Daffodil International University
Faculty of Business & Entrepreneurship
Department of Accounting
Program: BBA in Accounting
Examination: Midterm

Trimester: Summer-2026
Time: 1:30 Hrs
Course Code: 0411-116
Section: 5A

Full Marks: 5X5=25
Course Title: Principles of Management
Teacher's Name: Md. Ahmadul Kabir Akon

1. A Manager of a Company plans the monthly sales targets for regional office. He arranges the sales team into different territories, assigns specific duties to each salesperson, motivates employees through incentives and encouragement, coordinates their activities and regularly review sales reports to ensure targets are achieved.
   Identify and explain the five functions of management demonstrated by the manager. Apart, describe seven characteristics of a good manager and explain how these qualities contribute to effective management.

2. A small furniture manufacturing company is experiencing low productivity and inconsistent product quality. Workers use different methods to assemble furniture, new employees receive little training and all workers receive the same salary regardless of their output. As a result, production costs are increasing, and customer complaints are rising. You have recently been appointed as the Production Manager.
   Use Taylor's Scientific Management principles to address the problems identified in the scenario and improve organizational performance.

3. A small bakery in Dhaka has been successfully selling cakes and pastries for several years. Recently the business has faced several internal and external environmental changes. Some new competitors have opened nearby, customers are increasingly ordering food online and the price of flour and sugar has increased significantly. The bekery's profits and sales have started to decline. The owner is considering two options. a) Investing in online delivery services and b) Increasing product prices to cover rising costs.
   Demonstrate how the external environment is affecting the bakery's performance. Recommend the most appropriate options for the owner and explain how your recommended management approach will help solve the problems.

4. A restaurant owner notices that customer complaints about food quality have increased over the last three months. To address the issue, the owner reviews customer feedback, compares current performance with quality standards, and monitors employees' work. The owner is considering either providing additional staff training or introducing strict quality inspections.
   Assess the effectiveness of the owner's controlling activities to addressing the quality issues. Recommend the most appropriate action for the owner and justify your recommendation.

5. A newly appointed manager believes that employees dislike work and must be closely supervised and directed to achieve organizational goals. The manager sets strict rules, closely monitors employees, and rarely involves them in decision-making. Over time, employee motivation and productivity decline, and increase workplace conflicts.
   Design a management strategy to improve employee performance and workplace relationships in the organization. Justify your recommendations.