

National Law University, Jodhpur  
BBA LLB I Semester  
Subject: Principles of Management

**Re- Mid Term Examination**

Max. Marks: 40

Time: 90 Minutes

Note: All questions are compulsory.

**Q1.**

You are a second-year associate at a mid-sized corporate law firm. You are scheduled to attend a mandatory, week-long professional training program required for associates seeking advancement to senior associate level. Prior to your departure, the supervising partner assigns you the responsibility of preparing a comprehensive memorandum for a key corporate client. The memorandum involves intricate legal research, analysis of complex contractual provisions, and the formulation of strategic recommendations. The partner informs you that the document must be completed and submitted to the client within three days. Given the scale and complexity of the matter, you recognize that meeting this deadline without substantial guidance may compromise the quality of the work. However, the supervising partner is heavily occupied with multiple ongoing transactions and has limited availability to provide direction or review. You are concerned that delivering a substandard memorandum could negatively affect both the client's trust in the firm and your professional credibility. At the same time, you are aware that expressing concerns about the workload or the feasibility of the deadline might be perceived as a lack of initiative or resilience, particularly during a period of heightened client demands. You must decide how to balance your professional responsibility to ensure the quality of your work with the need to demonstrate commitment to the firm and its clients.

*In your approach to resolve the situation presented above, discuss in detail the steps involved in the Decision Making Process.*

*(20 marks)*

**Q2.** Discuss Henri Fayol's principles of management with the help of suitable examples.  
*(20 Marks)*

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**NATIONAL LAW UNIVERSITY, JODHPUR**

End Term Examination August-December, 2025

UG 1 Semester

Subject: Principles of Management

Time: Three Hours

Max. Marks: 100

**Instructions:**

1. Attempt any five questions.
2. All questions carry equal marks.

Q1). Please read the following case and answer the question given below:

Ananya had worked at several law firms before joining Lexora Legal LLP, but in most of her previous roles, she felt demotivated. At her last firm, seniors made decisions unilaterally - associates were expected to follow instructions without question or contribution. Things changed when she joined Lexora. The firm's managing partner, Arjun Mehta, actively sought input from junior lawyers and support staff. During a quarterly strategy review at the Mumbai office, Arjun asked Ananya, who had recently been promoted to Senior Associate, about shifts she observed in client expectations - especially as more clients were seeking digital legal services and sustainable business practices. Ananya shared her insights, noting how clients appreciated quick online consultations, transparent fee structures, and environmentally responsible practices. She proposed introducing e-contracts, virtual document signing, and a "Green Office Initiative" to reduce paper use. Arjun appreciated the ideas and found them both practical and forward-thinking. Within months, Lexora implemented these initiatives across all offices. The changes improved efficiency and attracted new clients from startups and socially responsible enterprises. Ananya felt a deep sense of motivation.

The above situation can be explained with the help of which motivational theory/theories.

(20 Marks)

Q2). A mid-sized law firm seeks to improve efficiency by implementing a new performance management system. However, the implementation of this system is being met with resistance from employees, who fear increased micromanagement. As top management contemplates various options to move forward with the implementation of this already delayed performance management system, assist them in this situation by applying the process of rational decision-making.

What are the challenges and opportunities of using AI systems in deciding about an employee's performance?  
(15+5=20 Marks)

Q3) With the help of a suitable example, explain Fiedler's Contingency Theory of leadership. How can Indian Knowledge System contribute to the field of Leadership Theories?

(15+5=20 Marks)

Q4) A US based law firm wants to enter the Indian market. Discuss in detail the steps in planning involved in the process.

(20 Marks)

Q5) A mid-sized law firm operates offices in multiple tier-1 and tier-2 cities, each managing clients within its region. At its Mumbai headquarters, one section handles court cases, another manages business contracts, while another deals with government legal matters. For major projects, lawyers from different sections and cities collaborate under project heads, combining expertise from various areas to deliver comprehensive solutions.

Explain the various types of departmentation illustrated in the above case, along with the disadvantages of each.

(20 Marks)

Q6) Write short notes on:

- a) Evolution of Management Thought
- b) PERT flowchart

(10+10=20 Marks)

30 SEP 2025

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**Q1.**

Amber Glow Botanics is a six-year-old, family-driven skincare venture based in Jaipur. Started by Meera Kapur, Amber Glow initially carved out a loyal base in Rajasthan and Delhi with its ayurvedic hair oils and exfoliating masks, distributed through about 95 boutique wellness stores and a steadily growing D2C website. The company prides itself on unique herbal blends for skin hydration, strong user reviews, and the leadership of an R&D head with two decades of industry experience. Its core appeal lies in small-batch, low-preservative formulations rooted in traditional botanicals. Customers frequently highlight visible results, though some also raise concerns about product inconsistency and stockouts. Over the last 20 months, Meera's team has tracked two clear shifts: urban consumers are willing to pay extra for "authentic natural" beauty solutions, and digitally native brands are expanding rapidly by outsourcing production and investing heavily in influencer-driven campaigns.

A recent market study commissioned by Amber Glow identified growing demand in Tier-1 and Tier-2 cities for a mid-segment herbal day cream, aimed at health-conscious consumers aged 23–40, who prioritize clean and chemical-free formulations. Competition comes from three fronts: large FMCG giants with deep pockets and mass distribution, D2C-first startups with glossy positioning, and local boutique players with a regional footprint. Currently, Amber Glow Botanics struggles with limited production capacity (a single 1,200-liter batch facility), fragile sourcing arrangements for its core herbal extracts, a small sales and marketing team, and restricted funds for expansion. While the business has ₹70 lakh in free cash and Meera could leverage additional personal guarantees, she is cautious about over-diluting equity at this stage.



*Meera decides to bring a new cream, NeemCare, to market. On the basis of given information, please help Meera with the following two steps of Planning for launch of NeemCare: (a) Being Aware of Opportunities, and (b) Developing Premises.*

*(10+5=15 marks)*

Q2. Discuss Types of Plans with the help of suitable examples.

*(15 Marks)*

Q3. Write a short note on:

*(4+6=10 marks)*

(a) Management: Science or Art

(b) Gantt Charts

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