

NATIONAL LAW UNIVERSITY, JODHPUR**End Term Examination August-December, 2025****UG I 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:

Lexora Legal LLP (LLL) is a mid-sized corporate law firm headquartered in Pune, India. Founded in the mid-1990s, Lexora established a strong reputation in corporate, real estate, and dispute resolution practices, serving primarily mid-market businesses and individual entrepreneurs in semi-urban areas. Its affordable fee structures, client-focused service, and consistent case outcomes helped it earn broad trust among clients. However, over the past five years, Lexora's market share in key segments has declined by 25% due to its slow adoption of digital tools, legal analytics, and online client engagement platforms. Competitors have leveraged AI-assisted document review, automated compliance systems, and client portals for seamless collaboration. Lexora, in contrast, continues to operate with legacy systems, limited data management capabilities, and only ₹50 crore in available funds for modernization. A recent industry report projects that by 2030, over 40% of legal consultations and transactions in India will be conducted digitally. To remain competitive and relevant, Lexora plans to launch "Lexora Digital Counsel", a fully integrated online legal services platform within the next 24 months.

Please help the top leadership plan the launch, explaining in detail all the steps in planning. (20 Marks)

Q2). A mid-sized law firm aims to enhance the efficiency of its operations, improve client service delivery, and strengthen accountability across departments. Please advise them in implementing a feedback loop for effective management control. (20 Marks)

Q3) A reputed law firm organizes its business operations to ensure smooth functioning and better client service. One section handles court cases, another manages business contracts, while another deals with government legal matters. The firm also operates offices in multiple tier-1 and tier-2 cities, each managing clients within its region.

Explain the various types of departmentation illustrated in the above case, along with the advantages of each. (20 Marks)

Q4) With the help of a suitable example, explain McClelland's needs theory. How can Indian Knowledge System contribute to Motivational theories? (15+5=20 Marks)

Q5) Deliberate on the various steps of rational decision making with the help of an example from legal industry. What are the challenges and opportunities of AI assisted decision making? (15+5=20 Marks)

Q6) Write short notes on:

- a) Evolution of Leadership Theories
- b) Taylor's Scientific Management

(10+10=20 Marks)

