



U8409

Reg. No.:

Name:.....



University of Kerala
 First Semester Degree Examination, November 2024
 Four Year Under Graduate Programme
 Discipline Specific Core Course
 Business Management
UK1DSCMGT101 Fundamentals of Management
 Academic Level: 100-199

Time:2 Hours**Max.Marks:56**

Part A.
 Answer All Questions Objective Type. 1 Mark Each.
 (Cognitive Level: Remember/Understand)
 6 Marks. Time: 5 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	Recall the significance of management. A. Management is a goal-oriented process B. Management is a continuous process C. Management is a dynamic process D. Management is a rigid process	Remember	1
2.	Name two main categories of business activities. A. Trade & Commerce B. Trade & Industry C. Industry & Commerce D. None of these	Remember	1
3.	Explain the role of top-level management. A. Guidelines for supervisors B. Long- term plans C. Short term plans D. None of these	Understand	1
4.	Describe the element that focuses on integrating group efforts to achieve collective objectives. A. Cooperation B. Coordination C. Management D. Directing	Understand	2
5.	Discuss why coordination is considered the essence of management. A. It is a common thread that runs through all the activities within the organization B. It is implicit and inherent in all the functions of management C. It is a force that binds all the functions of management D. All of these	Understand	2

6.	Predict the management function that involves establishing the foundation for effectively carrying out the other management functions.. A. Organizing B. Staffing C. Planning D. Controlling	Understand	2
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Part B.

Answer All Questions Two-Three sentences. 2 Marks Each.

(Cognitive Level: Understand/Apply)

10 Marks. Time: 20 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	Compare job descriptions and job specifications	Understand	3
8.	Summarize the skills essential for effective management.	Understand	3
9.	Apply the tasks involved in recruiting employees for an organization.	Apply	2
10.	Construct the importance of planning within an organization.	Apply	2
11.	Apply the concept of controlling to a real-world scenario.	Apply	4

Part C.

Answer all 4 questions, choosing among options within each question.

Short Answer. 4 Marks Each. (Cognitive Level: Apply/Analyse)

16 Marks. Time: 35 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
12.A	Apply the decision-making process to a scenario where a company must choose between two investment opportunities.	Apply	2
12.B	Practice making a decision in a complex situation where you encounter conflicting information and limited time.	Apply	2
13.A	Demonstrate how Maslow's hierarchy of needs theory can be applied to understand employee motivation within an organization.	Apply	3
13.B	Implement strategies to enhance employee motivation in a low-performing team.	Analyse	3
14.A	Examine the various functional areas of management.	Analyse	1
14.B	Analyse the significant contributions made by classical theorists.	Analyse	1
15.A	Analyze the leadership qualities essential for a manager within an organization.	Analyse	3
15.B	Categorize the different types of planning required in the service industry.	Analyse	3

Part D.

Answer all 4 questions, choosing among options within each question.

Long Answer. 6 Marks Each.

(Cognitive Level: Analyse/Evaluate/Create)

24 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
16.A	Analyse steps involved in the controlling process.	Analyse	4
16.B	Examine the role of directing within management.	Analyse	4
17.A	Evaluate the effectiveness of strategic planning in achieving long-term organizational goals.	Evaluate	2
17.B	Evaluate the various types of planning and their significance in organizational processes.	Evaluate	2
18.A	Assess the effectiveness of different recruitment methods in attracting qualified candidates.	Evaluate	4
18.B	Justify the importance of a structured selection process in hiring employees.	Evaluate	4
19.A	Evaluate the impact of group decision-making on the quality of outcomes in an organization.	Evaluate	3
19.B	Evaluate the effectiveness of contingency planning in minimizing risks and ensuring business continuity during unforeseen events.	Evaluate	3