



U7424

Reg. No.: .....

Name:.....



**University of Kerala**  
 First Semester Degree Examination, November 2024  
 Four Year Under Graduate Programme  
 Discipline Specific Core Course  
**MANAGEMENT**  
 UK1DSCMGT104- Management Functions and Specialisations  
 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.	Recognise the process of creating a plan to allocate an organization's financial resources.	Remember	3
2.	Name the element of the marketing mix involves decisions related to the features, design, and quality of the offering.	Remember	3
3.	Describe the place where buyers and sellers come together to exchange goods and services.	Understand	3
4.	Expand TQM	Understand	3
5.	----- is the method used to evaluate current employee skills and identify areas for development.	Understand	4
6.	Explain the process of continuously improving every aspect of an organization in TQM.	Understand	4

## 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.	Explain the process of marketing	Understand	1
8.	Outline the 4 P's of Marketing	Understand	1
9.	Explain the importance of budgeting	Understand	1
10.	Infer the necessity of Planning.	Understand	1
11.	Break-down the cellular layout.	Analyse	2

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) Explain the problems and challenges in operations management. OR B) Explain the importance of capacity management.	Understand	3
13	A) Discuss the importance of supply chain management. OR B) Outline the the significance of plant location in an industrial context.	Understand	3
14	A) “Management is a Process” discuss. OR B) “Planning is the foundation function of Management” – discuss.	Understand	3
15	A) Analyse the importance of Promotion in Marketing. OR B) “Manpower planning is the foundation of Human Resource Planning” – Examine.	Analyse	2

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) Examine the problems and challenges of operations management. OR B) Analyse major functions of capacity management.	Analyse	2
17	A) Identify and analyse the concept of Marketing Mix. OR B) Explain the major objectives of promotion.	Analyse	2
18	A) Explain the measures for effective implementation of TQM. OR B) Examine and outline the elements of quality of work-life.	Analyse	5
19	A) Illustrate the important types of training in HR Management. OR B) Explain the methods of compensation system.	Analyse	5