

Reg. No.: .....



Name: .....

**University of Kerala**

U9049

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

**COMMERCE**

**UK2DSCCOM103 - Motivation and Leadership in Business**

Academic Level: 100-199

**Time: 2 Hours(120 Mins)**

**Max. Marks: 56**

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,  
Answer all questions**

Qn No.	Question	CL	CO
1	Who proposed the Hierarchy of Needs theory? Options : A)McGregor B)Maslow C)Herzberg D)Taylor	RE	1
2	Which one is correct for McClelland's theory of needs? Options : A)Need for Achievement, Affiliation and Security B)Need for Power, Affiliation and Esteem C)Need for Achievement, Affiliation and Power D)Need for Belonging, Love and Self actualization	RE	1
3	A key component of effective employee retention strategies is: Options : A)Frequent layoffs B)Employee recognition C)Ignoring feedback D)Rigid work schedules	UN	5
4	Leader who has complete control over his team is known as Options : A)Autocratic B)Democratic C)Transformational D)Servant	UN	2
5	What is the primary purpose of leadership? Options : A)Controlling employees B)Influencing people toward goal achievement C)Increasing personal power D)Implementing strict rules	UN	3
6	Identify the stage in Tuckman's model where team members experience conflicts, power struggles, and differing opinions before settling into their roles. Options : A)Forming B)Storming	UN	5

Qn No.	Question	CL	CO
	C)Adjourning D)Norming		

**Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	What do you mean by Storming as per Tuckman's Model?	UN	5
8	Explain Democratic leadership style	UN	3
9	Identify the role of leadership in business organizations	AP	4
10	Illustrate how intrinsic motivation techniques can improve long-term employee satisfaction.	AP	2
11	Mention any two conflict resolution strategies applicable between members working in the same team.	AP	5

**Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options \* within each question**

Qn No.	Question	CL	CO
12	A) How do you apply path-goal theory in decision making?  OR B) How do you apply communication skills to resolve employee disputes	AP	2, 4
13	A) Implement McClelland's Theory of Needs to improve leadership approaches  OR B) Apply servant leadership in building high-performance teams.	AP	2, 5
14	A) Compare the effectiveness of charismatic and visionary leadership in business growth.  OR B) Analyze how ethical leadership influences organizational culture.	AN	3, 3

Qn No.	Question	CL	CO
15	<p>A) Assess the role of leaders in ethical decision-making.</p> <p>OR</p> <p>B) Analyze the relationship between transformational leadership and employee engagement.</p>	AN	5, 3

**Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options \* within each question**

Qn No.	Question	CL	CO
16	<p>A) Discuss how workplace culture impact employee retention in organisations</p> <p>OR</p> <p>B) Illustrate Maslow's Need Hierarchy Theory with a diagram</p>	AN	1, 5
17	<p>A) Assess how team-building techniques contribute to business success.</p> <p>OR</p> <p>B) Evaluate the effectiveness of leadership development programs in organizations.</p>	EV	5, 5
18	<p>A) Elaborate the differences between intrinsic and extrinsic motivation</p> <p>OR</p> <p>B) Evaluate the impact of SMART goals in improving workplace productivity.</p>	EV	2, 4
19	<p>A) If you are requested to film the emerging trends in leadership . What are the main ideas you will include in your your filming programme?</p> <p>OR</p> <p>B) Create a list of any five charismatic leaders, also state qualities of charismatic leadership.</p>	CR	3, 3