

Reg. No.:



W7909

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT104 - Management Functions and Specialisations

Academic Level: 100-199

2024 Admission onwards

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	ISO deals with Options : A)Production B)Marketing C)Quality D)Finance	RE	2
2	Recall the element of the marketing mix which is related to value of the commodity. Options : A)Product B)Price C)Place D)Promotion	RE	3
3	Outline the father of Scientific management. Options : A) Henry Fayol B)F W Taylor C)Elton Mayo D)Peter Drucker	UN	1
4	The key factor to be considered while deciding plant location is Options : A)Colour of the building B)Distance from suppliers C)Availability of men, materials, money and machinery D)Type of advertising media used	UN	2
5	Outline the function of management which involves guiding and motivating the employees. Options : A)Planning B)Directing C)Staffing D)Controlling	UN	1
6	The specialised recruitment agents who concentrate on recruitment of senior and key positions in organisations are	UN	4

Qn No.	Question	CL	CO
	Options : A)Advertising B)Head Hunters C)Job Fair D)Gate Hiring		

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	Describe the various applications of management in business.	UN	1
8	Discuss how training differ from development in HRM.	UN	4
9	Exhibit with an example, what is meant by fixed product layout and how it is used in production.	AP	2
10	Employ the concept of co-ordination if a manager observe that team members are not co-operating.	AP	1
11	Use two promotional tools suitable for a new bakery to reach young customers, and justify your choices.	AP	3

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) Apply the determinants of plant layout. OR B) Apply capacity planning techniques to a real-life situation in a firm where poor capacity management caused delays and suggest solutions.	AP	2, 2
13	A) Exhibit the key steps in the manpower planning process. OR B) Employ a training programme for new employees in a company.	AP	4, 4
14	A)	AN	1, 1

Qn No.	Question	CL	CO
	Analyse how the different levels of management are interdependent in achieving organisational goals. OR B) Examine how does budgeting serve as a tool for managerial control.		
15	A) Analyse the scope of marketing in a digital environment. OR B) Examine the advantages and disadvantages of different new product pricing strategies.	AN	3, 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	A) Compare planning and controlling. OR B) Analyse the importance of management functions in achieving organisational goals.	AN	1, 1
17	A) Evaluate the effectiveness of social media marketing compared to television advertising for building brand awareness. OR B) Assess the effectiveness of the societal marketing concept in today's CSR-driven environment.	EV	3, 3
18	A) Assess how effectively organisations can overcome challenges in operations management. OR B) Review the approaches to Quality Management.	EV	2, 2
19	A) Create a model for a recruitment and selection process in a startup.	CR	4, 4

Qn No.	Question	CL	CO
	OR B) Design an employee engagement framework for improving quality of work life.		