Reg. No.: ....

Name: ....

University of Kerala

U8846

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

COMMERCE

UK2DSCCOM101 - Functional Management

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	…………is a systematised body of knowledge that explains certain general truths or operation of general laws. Options : A)Science B)Art C)Profession D)Art and Profession	RE	1
2	Identify the primary goal of financial management Options : A)To minimise risk B)To maximise owners wealth C)To maximise return D)To raise profit	RE	2
3	Which of the following is classified as a component of fixed capital in a business? Options : A)Plant B)Closing stock C)Board of Directors D)All of the above	UN	2
4	Which is a form of product that consist of activities ,benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything? Options : A)Need B)Demand C)Service D)Physical object	UN	3
5	Explain why management is important in an organization.	UN	1

Qn No.	Question	CL	CO
	Options : A)It ensures effective planning and resource utilization B)It increases the number of employees C)It focuses only on customer service D)It eliminates the need for financial planning		
6	Which recruitment source is considered internal Options : A)Job portals B)Social media C)Promotions within the company D)Recruitment agencies	UN	4

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	Explain the concept of Digital Marketing	UN	3
8	Explain the Objectives of Financial Management	UN	1
9	A new startup is launching an eco friendly water bottle. How should they develop their marketing mix to attract environmentally conscious customers.	AP	3
10	Identify the role of Administration in an Organization	AP	1
11	Identify the key factors that significantly determine the capital structure of a Telecom company	AP	2

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) Identify in what respect is the objective of wealth maximisation superior to the profit maximisation ? OR B) Identify the various types of leadership styles and explain how they influence team performance.	AP	2, 1
13	A) What strategies can be adopted to ensure a smooth transition for new employees during their placement and orientation within the organisation? OR B) ABC Ltd. Is planning to purchase a machinery which requires huge fund. Choose the appropriate source of finance.	AP	4, 2

Qn No.	Question	CL	CO
14	A) Analyse how a company can use social media marketing to enhance customer satisfaction OR B) Examine ,how planning function helps organisation in achieving their goals effectively?	AN	3, 1
15	A) Examine the significance of job analysis in the recruitment and selection process. OR B) Examine the interrelationship between investment ,financing and dividend decisions?	AN	4, 2

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) Examine the key financial decisions a manager must make to ensure effective financial management in a hospital setting OR B) A young entrepreneur is starting a small café but is unsure how to allocate funds for rent, equipment, inventory, and marketing. Analyse, how can a sound financial plan help them manage startup costs and ensure business sustainability?	AN	3, 4
17	A) Assess the Pros and Cons of different sources of finance OR B) A company wants to recruit employees on the basis of structured interview. Evaluate the effectiveness of structured interview in assessing the true potential of the candidates.	EV	4, 4
18	A) A hospital is introducing a new patient management system. What steps should management take to ensure proper organizing of resources? OR B) A small bakery wants to increase its customer base using email marketing. They have a list of 500 previous customers but notice that only 10% open their promotional emails. What strategies can the bakery use to improve the email open rate and encourage more direct sales?	EV	4, 4
19	A) Recommend a capital structure plan for a Fish and milk trader by considering cost, time and risk. OR B)	CR	5, 4

Qn No.	Question	CL	CO
	Apply the recruitment process steps to help an organisation to attract and select the best talent for a newly created job role.		