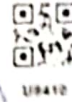


Reg. No.: .....

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.	Name the individual regarded as the father of modern management theory.	Remember	2
2.	Identify the functional area of management that deals with the flow of goods and services from production to customers. a) Marketing b) Supply chain management c) Logistic Management d) Distribution	Remember	2
3.	Explain the importance of "decision-making" within the functions of management. A. It allows managers to avoid conflict within the team. B. It is the process through which managers identify and select courses of action to solve specific problems or achieve organizational goals. C. It ensures that employees follow a strict hierarchy at all times. D. It focuses primarily on reducing operational costs.	Understand	2
4.	Outline the main role of the "planning" function in the management process. A. To allocate financial resources for each department. B. To organize employees based on their skill levels. C. To define organizational goals, set objectives, and outline the steps to achieve them. D. To monitor employee performance and ensure compliance with company policies.	Understand	2

5.	Explain the "unity of command" principle in management. A. Each employee should report to multiple supervisors for efficiency. B. Each employee should receive orders and be accountable to only one superior. C. Employees should have the freedom to choose their supervisors. D. Employees should focus on completing multiple tasks assigned by different supervisors simultaneously.	Understand	1
6.	Outline which of the following is not one of the five primary management functions. A. Planning B. Organizing C. Controlling D. Innovating	Understand	2

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 concept of 'morale' within an organization.	Understand	3
8.	Describe the implications of Theory X and Theory Y on managerial leadership styles in various workplace environments.	Understand	3
9.	Employ an employee's communication skills within an organization to effectively achieve organizational goals.	Apply	4
10.	Demonstrate the practice of delegating authority within an organization.	Apply	4
11.	Exhibit the outcomes of Responsibility Centers in an organization.	Apply	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	Apply different leadership styles in a situation where the team must quickly adapt to a sudden market change. Why?	Apply	4
12.B	Apply the key concepts of management to ensure smooth organizational growth as a company transitions from a small startup to a mid-sized enterprise.	Apply	4

13.A	Apply the human relations approach to enhance employee morale and productivity in a high-stress work environment.	Apply	1
13. B	Demonstrate the relevance of classical management theories in today's global business environment.	Apply	1
14.A	Analyze the advantages and disadvantages of centralizing decision-making in a large multinational corporation, and under what circumstances decentralization would be more beneficial, and why?	Analyse	1
14.B	Analyze the necessity of delegating authority in a rapidly growing startup, including the risks of not delegating effectively and how this could impact decision-making and employee development.	Analyse	1
15.A	Analyze how a poorly designed recruitment and selection process can affect an organization's overall performance.	Analyse	3
15.B	Examine the integration of staffing elements that influence overall employee retention and organizational success.	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	Investigate the application of McGregor's Theory Y to address high absenteeism rates, the need for changing organizational culture, and to encourage greater employee engagement.	Analyse	3
16.B	Analyze how an organization's structure affects communication flow and decision-making.	Analyse	3
17.A	Evaluate the effectiveness of middle management in facilitating communication between top management and lower-level employees.	Evaluate	1
17.B	Evaluate the extent to which management can be regarded as both a science and an art, using examples from real-world organizational practices to support your position.	Evaluate	1
18.A	Evaluate the effectiveness of rational decision-making in comparison to intuitive decision-making in high-stakes business scenarios.	Evaluate	2
18.B	Evaluate the effectiveness of Management by Objectives (MBO) in enhancing organizational performance.	Evaluate	2
19.A	Evaluate a strategic planning process for a new startup company, outlining each step from setting objectives to evaluating performance.	Evaluate	2
19.B	Evaluate a flexible planning model that addresses common limitations in traditional planning, such as rigidity and unpredictability.	Evaluate	2