

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.	Identify the principle that emphasizes the importance of fostering team spirit and cooperation among employees in management.	Remember	
2.	Identify the individual recognized as the Father of Modern Management.	Remember	
3.	Explain the objective of conducting a time study in the context of management. A. To remove wastage of time B. To give timely assistance C. To determine fair days of work D. Watching time	Understand	
4.	Outline the term related to "gang plank" in the context of organizational communication and management structure. A. Communication B. Motivation C. Supervision of workers D. Incentives to workers	Understand	
5.	Summarize the concept of "concentration of authority at the top level" in organizational management. A. Decentralization B. Centralization C. Delegation D. coordination	Understand	

6.	Infer the management principle associated with the concept of "One Plan, One Boss." A. Unity of Direction B. Unity of Command C. Centralization D. Gang Plank	Understand	
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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.	Compare centralization and decentralization in organizational management.	Understand	
8.	Describe the fourteen principles of management proposed by Henry Fayol.	Understand	
9.	Construct a staffing plan for establishing a new department within an organization.	Apply	
10.	Solve a scenario where a manager faces challenges in delegating authority to their team.	Apply	
11.	Exhibit the key components that contribute to a successful recruitment process.	Apply	

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 various performance appraisal methods to assess employee effectiveness in a corporate environment.	Apply	
12.B	Imagine you are managing a company that is expanding into new geographic regions. Implement an organizational structure, such as functional or divisional, to manage the company's operations and explain your reasoning.	Apply	
13.A	Solve a case study in which a company is experiencing declining sales due to ineffective planning.	Apply	
13.B	Carry out an evaluation of the limitations associated with planning in organizations.	Apply	
14.A	Analyse how classical management theories can be effectively applied to modern organizations.	Analyse	
14.B	Examine the roles and responsibilities of the different levels of management within an organization.	Analyse	

15.A	Compare Maslow's Hierarchy of Needs with Herzberg's Two-Factor Theory.	Analyse	
15.B	Analyze the impact of various leadership styles on team morale and productivity.	Analyse	

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 process involved in evaluating candidates during recruitment. Describe a situation in which you had to make a difficult hiring decision.	Analyse	
16.B	You are the manager of a new organization planning to adopt a functional structure. Analyze the roles and responsibilities associated with each department.	Analyse	
17.A	Evaluate how effectively your organization identifies the root causes of performance deviations.	Evaluate	
17.B	Evaluate the effectiveness of various leadership styles within your organization. Which style do you believe is the most effective?	Evaluate	
18.A	If you could plan a trip to any destination, assess your planned activities until the end of the trip.	Evaluate	
18.B	Evaluate how effectively the functions of management are integrated within your organization.	Evaluate	
19.A	Evaluate the journey of a critical decision-making process in your organization by creating a storyboard that illustrates each step and its significance.	Evaluate	
19.B	Evaluate the impact of Scientific Management Techniques on productivity within your organization, considering both positive and negative outcomes.	Evaluate	