



Reg. No.:

Name:.....



University of Kerala
First Semester Degree Examination, November 2024
Four Year Under Graduate Programme
Discipline Specific Core Course
MANAGEMENT
UK1DSCMGT104- Management Functions and Specialisations
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

Q. No	Questions	Cognitive Level	CO
1	Name the layout is suitable for organisations having different product lines.	Remember	3
2	Recognise the layout is suitable for Bridge, Highway, Building etc.	Remember	3
3	Expand CRM.	Understand	3
4	The key task in project management is -----.	Understand	4
5	Expand ERP.	Understand	4
6	Outline the type of organization which is based on personal relationships and social networks.	Understand	4

Part B.

Answer All Questions, Two-Three sentences. 2 Marks Each.
(Cognitive Level: Understand/Apply) 10 Marks. Time: 20 Minutes

Q. No	Questions	Cognitive Level	CO
7	Explain the key steps involved in operations management.	Understand	1
8	Explain the steps involved in Total Quality Management (TQM) implementation.	Understand	1
9	Describe a best plant layout for a company that manufactures multiple product lines.	Understand	1
10	Summarize standardization of product	Understand	1
11	Compare recruitment with selection	Analyse	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

Q. No	Questions	Cognitive Level	CO
12	A. Compare the relationship between marketing strategy and customer loyalty. OR B. Describe how effective budgeting can lead to better financial control in an organization	Understand	3
13	A. Discuss the importance of Total Quality Management (TQM) in improving operations. OR B. Interpret the significance of employee training programs in enhancing workforce performance	Understand	3
14	A. Observe how do quality management practices ensure product or service consistency. OR B. Summarise the objectives of supply chain management.	Understand	3
15	A. Examine how do principles of management contribute to the overall efficiency of an organization? OR B. Categorize the different types of plant layouts.	Analyse	2

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

Q.No	Questions	Cognitive Level	CO
16	A. Explain the importance of leadership in directing and motivating employees. OR B. Examine the role of operations management in ensuring product quality.	Analyse	2
17	A. Classify the different methods of training. Which method is most suitable for new employees and why? OR B. Examine the different types of compensation methods. How do these methods influence employee performance and retention?	Analyse	2
18	A. Detect the significance of planning as a function of management. OR B. Compare the roles of operations management and marketing management in a business.	Evaluate	5
19	A. Analyse the impact of formal and informal organizational structures on communication and decision-making. OR B. Explain the role of marketing mix (4 Ps) in developing a competitive marketing strategy.	Analyse	5