

Reg. No.:



Name:

University of Kerala

U8719

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	Choose the one, which is a selection procedure Options : A) Job posting B)Employee referral C)Personality test D)Campus recruitment	RE	4
2	State the four elements of the traditional marketing mix. Options : A)Product, Price, People, Practice B)Price, Promotion, Physical Evidence, Practice C)Product, Price, Place, and Promotion D)Product, Price, People, Philosophy	RE	3
3	Which of the following is a long-term source of finance? Options : A)Trade credit B)Bank overdraft C)Issuing bonds D)Credit cards	UN	2
4	If you received a call from BSNL about their new schemes, it is Options : A)Telemarketing B)Social Media Marketing C)SMS Marketing D)All of the above	UN	3
5	Control function of management cannot be performed without	UN	1

Qn No.	Question	CL	CO
	Options : A)Planning B)Organising C)Staffing D)Motivation		
6	Which of the following is part of an Off Campus Placement process? Options : A)Personal interview B)Online job portals C)Written tests D)All of the above	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	Illustrate the concept of personal management	UN	1
8	Explain the meaning and role of finance in business and daily life.	UN	2
9	Design an effective HR planning process to execute the right talent is available to meet an organization's future workforce needs?	AP	4
10	Plan to use a direct marketing strategy for a business organization to attract new customers.	AP	3
11	Identify the concept of management in the field of event management business.	AP	1

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) Utilize the concept of management functions to analyze a real-world business scenario. OR B) Develop a framework to ensure compliance with social security regulations and employee benefits ?	AP	1, 4
13	A) Apply your knowledge of long term financing options to develop a financing plan for a startup company looking to invest in new machinery. Which sources would you recommend, and how would you allocate funds? OR B) Construct a framework to analyze the importance of Human Resource Management	AP	2, 4

Qn No.	Question	CL	CO
14	A) Illustrate the concept of marketing management OR B) Illustrate any four features of management	AN	3, 1
15	A) Examine the role of job specification in ensuring better candidate selection. OR B) Illustrate any four short term source of finance	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) A company wants to expand its business to a new city. Analyse the factors should the management consider while making a plan for expansion? OR B) Analyze how HR planning can help an organization meet its staffing needs. Why is it important for HR to anticipate future staffing requirements?	AN	4, 4
17	A) A company is facing financial difficulties and needs to make some tough financial decisions to stay afloat. Evaluate the scope of financial management in this situation. OR B) You are appointed as an HR Manager of a Jewellery shop. Evaluate the duties as an HR Manager	EV	2, 4
18	A) Administration and Management is not evenly distributed across different levels of Organization. Comment your views with reason. OR B) Evaluate the scope of network marketing for cosmetic products.	EV	4, 4
19	A) Develop an appropriate marketing mix for a food processing business of <i>Kudumbasree</i> unit.	CR	5, 1

Qn No.	Question	CL	CO
	OR B) Make use of a chart to explain the steps in planning.		