



Reg. No.:

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT104 - Management Functions and Specialisations

Academic Level: 100-199

2024 Admission onwards

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	Recall the process of the right person in the right job. Selection Recruitment Placement Training	RE	4
2	Identify the objective of marketing. Options : A)Identifying the target market B)Product development C)Distribution of products D)Mobilising capital	RE	3
3	Explain role of HRM in an organisation? Options : A)To manage financial resources B)To recruit, train and develop employees C)To handle legal issues D)To produce goods and services	UN	1
4	Outline the system meant for ensuring quality of goods and service in a firm Options : A)Inventory Management B)Production Planning C)Quality Control D)Production Control	UN	2

Qn No.	Question	CL	CO
5	Infer from the following that is not an objective of a good plant layout. Options : A)Minimum material handling B)Easy plant maintenance C)Minimum set up cost D)Better product quality	UN	2
6	Summarise the process of searching for prospective employees Options : A)Induction B)Seletion C)Recruitment D)Job analysis	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 importance of publicity in promoting a product.	UN	3
8	Discuss about Quality of Work Life.	UN	4
9	Exhibit the need for staffing in an oragnisation.	AP	1
10	Demonstrate how promotion mix helps an organisation	AP	3
11	Exhibit the concept e-recruitment with an example.	AP	4

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) Demonstrate how budgeting act as a function for financial control . OR B) Apply the principles of plant layout to design a suitable layout for a small scale chocolate processing unit.	AP	1, 2
13	A) Exhibit the different compensation methods.	AP	4, 3

Qn No.	Question	CL	CO
	OR B) Demonstrate the stages in the evolution of marketing for a mobile phone company.		
14	A) Compare the product layout vs. cellular layout in terms of flexibility, material flow, and cost efficiency. OR B) Analyse training methods to identify which is most suitable for new employees.	AN	2, 4
15	A) Contrast selling and marketing. OR B) Analyse the motive behind preparing a budget and its importance in financial control.	AN	3, 1

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) Analyse the impact of formal and informal organisation structure in decisionmaking OR B) Examine different types of compensation methods	AN	5, 4
17	A) Evaluate the meaning, functions, and importance of management OR B) Assess the emerging trends in Human resource management	EV	1, 3
18	A) Evaluate the statement "Operations management is a comprehensive functional system of an organisation which encompasses a wide range of activities" OR B)	EV	2, 4

Qn No.	Question	CL	CO
	Evaluate the impact of celebrity endorsements on the sales of an Indian brand.		
19	<p>A)</p> <p>Develop an organization chart of a multi national company</p> <p>OR</p> <p>B)</p> <p>Develop a creative marketing mix for a start-up company.</p>	CR	1, 3

Model QP