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| **University of Kerala** | | |
| Discipline: Business Management |  | Time: 2 Hours (120 Mins.) |
| Course Code:UK1DSCMGT101 |  | Total Marks: 56 |
| Course Title: Fundamentals of Management |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  |  |

Part A. 6 Marks. Time: 5 Minutes

Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 1. | Identify the role of management as a-------- directed process aimed at achieving the goals.   1. Future 2. Goal 3. Deliberately 4. Continuously | Remember | 1 |
| 2. | Identify the management level at which the Managing Director operates in a large company.   1. Middle level management 2. Lower level management 3. Middle and lower level management 4. Top level management | Remember | 2 |
| 3. | Explain the primary objective of functional foremanship.   1. To separate the top-level management of a company from its Chief Executive Officer 2. To separate the planning functions from the executive functions 3. To provide a zero free time to workers in a company 4. To not divide or delegate the work within an organization | Understand | 2 |
| 4. | Explain the term ‘pervasiveness of the planning’   1. Is a top management function 2. Extends throughout the organization 3. Is a future- oriented study 4. Is the first element of managerial process | Understand | 2 |
| 5. | Discuss the nature of relationship within the organizational structure.   1. Organization and environment 2. People, work and environment 3. Organization and society 4. Suppliers and Customers | Understand | 2 |
| 6. | Outline the initial step involved in the candidate selection process within an organization   1. Preliminary Interview 2. Background Investigation 3. Blank Application 4. Medical Examination | Understand | 1 |

Part B. 10 Marks. Time: 20 Minutes

Two-Three sentences. 2 Marks Each. Answer All Questions

(Cognitive Level: Understand/Apply)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 7. | Explain the concept of Management By Objectives (MBO). | Understand | 1 |
| 8. | Define the term "Span of Control." | Understand | 1 |
| 9. | Explain a scenario where decentralization was implemented in an organization to promote employee autonomy. | Apply | 1 |
| 10. | How would you implement training and development programs to improve the skills of employees in a technology-driven organization? | Apply | 4 |
| 11. | Apply various performance appraisal techniques to assess and enhance employee performance within an organization. | Apply | 4 |

Part C. 16 Marks. Time: 35 Minutes

Short Answer. 4 Marks Each. Answer all 4 questions, choosing among options within each question.

(Cognitive Level: Apply/Analyse)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 12.A | Apply the steps of the planning process to develop a strategic plan that addresses both short-term and long-term goals in a highly competitive market. | Apply | 2 |
| 12.B | Construct a plan for starting a new textile shop. | Apply | 2 |
| 13.A | How would you show your understanding of the elements of directing in a scenario where a team is underperforming? | Apply | 4 |
| 13.B | How would you use traditional control techniques to rectify financial discrepancies in an organization? | Apply | 4 |
| 14.A | Analyze how different leadership models impact employee productivity and workplace culture in various types of organizations. | Analyse | 4 |
| 14.B | Analyze the role of motivation in directing. | Analyse | 4 |
| 15.A | Classify different types of organizational structures and explain their adaptability in large, medium, and small organizations. | Analyse | 3 |
| 15.B | Differentiate Decentralization and Delegation of Authority and explain how they impact decision-making within an organization. | Analyse | 3 |

Part D. 24 Marks. Time: 60 Minutes

Long Answer. 6 Marks Each. Answer all 4 questions, choosing among options within each question. (Cognitive Level: Analyse/Evaluate/Create)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 16. A | Compare Scientific Management with Modern Management Theories. | Analyse | 1 |
| 16. B | Analyze Henry Fayol’s contributions to management thought and assess the relevance of these principles in today’s context. | Analyse | 1 |
| 17. A | Evaluate the impact of values in management, and how ethical considerations influence decision-making at various management levels. | Evaluate | 2 |
| 17. B | Evaluate the effectiveness of the planning process within your organization by analyzing how well it aligns with organizational goals, facilitates stakeholder engagement, and adapts to changes in the external environment. | Evaluate | 2 |
| 18. A | Evaluate the decision-making techniques used in organizations and determine which techniques would be most suitable for a company facing high levels of uncertainty. | Evaluate | 4 |
| 18. B | Evaluate the effectiveness of your organization’s decision-making process by examining the quality of outcomes achieved. | Evaluate | 4 |
| 19. A | Evaluate the reasons behind the statement: "A successful leader is not necessarily an effective one." | Evaluate | 4 |
| 19. B | Evaluate and develop an effective action plan to control organizational processes and address inefficiencies in decision-making. | Evaluate | 4 |

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| Cognitive Level | Marks | Percentage |  | **Course Outcomes** | **Marks** | **Percentage** |
| Remember | 2 | 3.6 |  | 1 |  |  |
| Understand | 8 | 14.3 |  |  |  |  |
| Apply | 14 | 25.0 |  |  |  |  |
| Analyse | 14 | 25.0 |  |  |  |  |
| Evaluate | 18 | 32.14 |  |  |  |  |
| Create | 0 | 0 |  |  |  |  |
| TOTAL | 56 | 100 |  | **TOTAL** | **56** | **100** |