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| **University of Kerala** | | |
| Discipline: Business Management |  | Time: 2 Hours (120 Mins.) |
| Course Code: UK1DSCMGT104 |  | Total Marks: 56 |
| Course Title: Management Functions and Specializations |  |  |
| 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. | Name the element of the promotion mix involves paid, non-personal communication through various media. | Remember | 3 |
| 2. | Name the arrangement of machines and equipment in a factory. | Remember | 3 |
| 3. | ---------- type of organization arises naturally from social interactions among employees. | Understand | 3 |
| 4. | The process of finding and attracting suitable candidates for employment is -------. | Understand | 4 |
| 5. | Outline the type of training that involves employees learning while performing their actual job tasks. | Understand | 4 |
| 6. | Infer the element of the 4 P's refers to the tangible or intangible offering provided to customers? | Understand | 4 |

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. | Outline the importance Plant Layout | Understand | 1 |
| 8. | Explain manpower planning | Understand | 1 |
| 9. | Explain nature of Management | Understand | 1 |
| 10. | Interpret any two objectives of marketing. | Understand | 1 |
| 11. | Analyse the importance of standardization. | Analyse | 2 |

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 | **Explain different compensation methods.** | Understand | 3 |
| 12-B | **Discuss the key factors of management development in an organization.** | Understand | 3 |
| 13-A | **Explain the** principles of human resource management. | Understand | 3 |
| 13-B | **Outline** key characteristics of Operations Management. | Understand | 3 |
| 14-A | Explain the process of Organizing. | Understand | 3 |
| 14-B | Outline the objectives of operations management. | Understand | 3 |
| 15-A | Distinguish Formal and Informal Organizations. | Analyse | 2 |
| 15-B | Analyse the process of marketing. | Analyse | 2 |

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 | Examine Discuss the problems and challenges of operations management | Analyse | 2 |
| 16-B | Analyse the scope and functions of operations management. | Analyse | 2 |
| 17-A | Explain the concept of Marketing Mix. | Analyse | 2 |
| 17-B | Analyse the process and functions of Marketing Management. | Analyse | 2 |
| 18-A | Structure major functions of marketing management | Analyse | 5 |
| 18-B | Explain the objectives of manpower planning. | Analyse | 5 |
| 19-A | Identify and explain different dimension of management | Analyse | 5 |
| 19-B | Explain different functions of management | Analyse | 5 |

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| **Cognitive Level** | **Marks** | **Percentage** |  | **Course Outcomes** | **Marks** | **Percentage** |
| Remember | 2 | 3.57 |  |  |  |  |
| Understand | 24 | 42.86 |  |  |  |  |
| Analyse | 30 | 53.57 |  |  |  |  |
| **TOTAL** | **56** | **100.00** |  | **TOTAL** | **56** | **100** |