



U8410

Reg. No.: .....

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Discipline Specific Core Course

Business Management

**UK1DSCMGT101 Fundamentals of Management**

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

<b>Qn. No.</b>	<b>Question</b>	<b>Cognitive Level</b>	<b>Course Outcome (CO)</b>
1.	Name the individual regarded as the father of modern management theory.	Remember	2
2.	Identify the functional area of management that deals with the flow of goods and services from production to customers. a) Marketing b) Supply chain management c)Logistic Management d) Distribution	Remember	2
3.	Explain the importance of "decision-making" within the functions of management. A. It allows managers to avoid conflict within the team. B. It is the process through which managers identify and select courses of action to solve specific problems or achieve organizational goals. C. It ensures that employees follow a strict hierarchy at all times. D. It focuses primarily on reducing operational costs.	Understand	2
4.	Outline the main role of the "planning" function in the management process. A. To allocate financial resources for each department. B. To organize employees based on their skill levels. C. To define organizational goals, set objectives, and outline the steps to achieve them. D. To monitor employee performance and ensure compliance with company policies.	Understand	2

5.	Explain the "unity of command" principle in management. A. Each employee should report to multiple supervisors for efficiency. B. Each employee should receive orders and be accountable to only one superior. C. Employees should have the freedom to choose their supervisors. D. Employees should focus on completing multiple tasks assigned by different supervisors simultaneously.	Understand	1
6.	Outline which of the following is not one of the five primary management functions. A. Planning B. Organizing C. Controlling D. Innovating	Understand	2

Part B.

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

(Cognitive Level: Understand/Apply)

10 Marks. Time: 20 Minutes

<b>Qn. No.</b>	<b>Question</b>	<b>Cognitive Level</b>	<b>Course Outcome (CO)</b>
7.	Explain the concept of 'morale' within an organization.	Understand	3
8.	Describe the implications of Theory X and Theory Y on managerial leadership styles in various workplace environments.	Understand	3
9.	Employ an employee's communication skills within an organization to effectively achieve organizational goals.	Apply	4
10.	Demonstrate the practice of delegating authority within an organization.	Apply	4
11.	Exhibit the outcomes of Responsibility Centers in an organization.	Apply	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

<b>Qn. No.</b>	<b>Question</b>	<b>Cognitive Level</b>	<b>Course Outcome (CO)</b>
12.A	Apply different leadership styles in a situation where the team must quickly adapt to a sudden market change. Why?	Apply	4
12.B	Apply the key concepts of management to ensure smooth organizational growth as a company transitions from a small startup to a mid-sized enterprise.	Apply	4

13.A	Apply the human relations approach to enhance employee morale and productivity in a high-stress work environment.	Apply	1
13. B	Demonstrate the relevance of classical management theories in today's global business environment.	Apply	1
14.A	Analyze the advantages and disadvantages of centralizing decision-making in a large multinational corporation, and under what circumstances decentralization would be more beneficial, and why?	Analyse	1
14.B	Analyze the necessity of delegating authority in a rapidly growing startup, including the risks of not delegating effectively and how this could impact decision-making and employee development.	Analyse	1
15.A	Analyze how a poorly designed recruitment and selection process can affect an organization's overall performance.	Analyse	3
15.B	Examine the integration of staffing elements that influence overall employee retention and organizational success.	Analyse	3

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

<b>Qn. No.</b>	<b>Question</b>	<b>Cognitive Level</b>	<b>Course Outcome (CO)</b>
16.A	Investigate the application of McGregor's Theory Y to address high absenteeism rates, the need for changing organizational culture, and to encourage greater employee engagement.	Analyse	3
16.B	Analyze how an organization's structure affects communication flow and decision-making.	Analyse	3
17.A	Evaluate the effectiveness of middle management in facilitating communication between top management and lower-level employees.	Evaluate	1
17.B	Evaluate the extent to which management can be regarded as both a science and an art, using examples from real-world organizational practices to support your position.	Evaluate	1
18.A	Evaluate the effectiveness of rational decision-making in comparison to intuitive decision-making in high-stakes business scenarios.	Evaluate	2
18.B	Evaluate the effectiveness of Management by Objectives (MBO) in enhancing organizational performance.	Evaluate	2
19.A	Evaluate a strategic planning process for a new startup company, outlining each step from setting objectives to evaluating performance.	Evaluate	2
19.B	Evaluate a flexible planning model that addresses common limitations in traditional planning, such as rigidity and unpredictability.	Evaluate	2



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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

<b>Qn. No.</b>	<b>Question</b>	<b>Cognitive Level</b>	<b>Course Outcome (CO)</b>
1.	Identify the principle that emphasizes the importance of fostering team spirit and cooperation among employees in management.	Remember	
2.	Identify the individual recognized as the Father of Modern Management.	Remember	
3.	Explain the objective of conducting a time study in the context of management. A. To remove wastage of time B. To give timely assistance C. To determine fair days of work D. Watching time	Understand	
4.	Outline the term related to "gang plank" in the context of organizational communication and management structure. A. Communication B. Motivation C. Supervision of workers D. Incentives to workers	Understand	
5.	Summarize the concept of "concentration of authority at the top level" in organizational management. A. Decentralization B. Centralization C. Delegation D. coordination	Understand	

6.	Infer the management principle associated with the concept of "One Plan, One Boss." A. Unity of Direction B. Unity of Command C. Centralization D. Gang Plank	Understand	
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Part B.

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

(Cognitive Level: Understand/Apply)

10 Marks. Time: 20 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	Compare centralization and decentralization in organizational management.	Understand	
8.	Describe the fourteen principles of management proposed by Henry Fayol.	Understand	
9.	Construct a staffing plan for establishing a new department within an organization.	Apply	
10.	Solve a scenario where a manager faces challenges in delegating authority to their team.	Apply	
11.	Exhibit the key components that contribute to a successful recruitment process.	Apply	

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

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
12.A	Apply various performance appraisal methods to assess employee effectiveness in a corporate environment.	Apply	
12.B	Imagine you are managing a company that is expanding into new geographic regions. Implement an organizational structure, such as functional or divisional, to manage the company's operations and explain your reasoning.	Apply	
13.A	Solve a case study in which a company is experiencing declining sales due to ineffective planning.	Apply	
13.B	Carry out an evaluation of the limitations associated with planning in organizations.	Apply	
14.A	Analyse how classical management theories can be effectively applied to modern organizations.	Analyse	
14.B	Examine the roles and responsibilities of the different levels of management within an organization.	Analyse	

15.A	Compare Maslow's Hierarchy of Needs with Herzberg's Two-Factor Theory.	Analyse	
15.B	Analyze the impact of various leadership styles on team morale and productivity.	Analyse	

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

<b>Qn. No.</b>	<b>Question</b>	<b>Cognitive Level</b>	<b>Course Outcome (CO)</b>
16.A	Examine the process involved in evaluating candidates during recruitment. Describe a situation in which you had to make a difficult hiring decision.	Analyse	
16.B	You are the manager of a new organization planning to adopt a functional structure. Analyze the roles and responsibilities associated with each department.	Analyse	
17.A	Evaluate how effectively your organization identifies the root causes of performance deviations.	Evaluate	
17.B	Evaluate the effectiveness of various leadership styles within your organization. Which style do you believe is the most effective?	Evaluate	
18.A	If you could plan a trip to any destination, assess your planned activities until the end of the trip.	Evaluate	
18.B	Evaluate how effectively the functions of management are integrated within your organization.	Evaluate	
19.A	Evaluate the journey of a critical decision-making process in your organization by creating a storyboard that illustrates each step and its significance.	Evaluate	
19.B	Evaluate the impact of Scientific Management Techniques on productivity within your organization, considering both positive and negative outcomes.	Evaluate	

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**University of Kerala**  
 First Semester Degree Examination, November 2024  
 Four Year Under Graduate Programme  
 Discipline Specific Core Course  
**Business Management**  
**UKIDSCMGT103 E-Commerce and Cyber Law**  
 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

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	Define credit card?	Remember	2
2.	Expand IPR.	Remember	3
3.	What is www?	Understand	1
4.	What is eavesdropping?	Understand	3
5.	Name any 2 internet browsers.	Understand	1
6.	List out the name of 2 e-payment methods.	Understand	2

Part B.

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

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	Illustrate the concept of B2C with the help of examples.	Understand	1
8.	Smart card has changed the way one do business, how?	Understand	2
9.	Explain the role of firewall in modern times.	Apply	4
10.	Suggest the ways how IPR are used to protect information and ideas of commercial value.	Apply	2
11.	Estimate how the personal cyber space is protected from outside world?	Apply	4

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

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
12.	A. Interpret the difference between E-commerce and E-Business.	Apply	3
	B. List out the application of E-commerce in today's business world.		
13.	A. Antivirus software is essential for doing business, list out its uses and scope.	Apply	4
	B. What is ATM? How it works with regard to cyber security?		
14.	A. Internet banking and e-commerce are inseparable, comment your views.	Analyze	3
	B. Digital India is the new way of doing business, how?		
15.	A. Business is using e-advertising as a tool of marketing. How?	Analyze	1
	B. Topologies has made transactions fast in business, what are the various topologies?		

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

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
16.	A. Objectives of information security is the need of the hour. Suggest your opinion how it can be achieved.	Analyse	4
	B. Differentiate between cryptography and encryption.		
17.	A. Differentiate between E-Cheque and E-Cash.	Analyse	2
	B. E-Payment systems are in boom now a days. Analyze		
18.	A. Examine the various types of cybercrimes covered under the IT Act 2000 and their impact on digital security.	Analyse	3
	B. Examine the key cyber threats faced by modern businesses and assess the effectiveness of current security measures..		
19.	A. Analyze the steps involved in developing an e-business site, using a real-world example to illustrate the process.	Analyse	1
	B. Examine the concept of C2C (Consumer-to-Consumer) e-commerce, highlighting its benefits and challenges through an example.		