

Reg. No.:



Name:

University of Kerala

W7796

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

COMMERCE

UK1DSCCOM101 - Management Concepts and Practices

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	MBO is mainly designed to Options : A)Increase team conflict B)Set and achieve specific goals C)Reduce all leadership activities D)Replace all planning activities	RE	3
2	Who proposed the 14 principles of scientific management Options : A)F W Taylor B)Henry Fayol C)Elton Mayo D)Mary Parker	RE	2
3	Which function of management follows the principle of “right person at the right job” Options : A)Planning B)Organizing C)Staffing D)Controlling	UN	2
4	Controlling helps in: Options : A)Increasing conflicts B) Achieving goals C)Reducing employees D)Creating problems	UN	2
5	How does F.W. Taylor’s approach to management differ from Henry Fayol’s in terms of focus? Options : A)Taylor focuses on administrative principles, while Fayol focuses on task optimization and worker eff B)Fayol’s approach concerns production, while Taylor focuses on employee wellbeing. C)Taylor emphasizes worker productivity through scientific methods, while Fayol focuses on broader D)Taylor and Fayol both focus solely on financial management techniques	UN	1

Qn No.	Question	CL	CO
6	Which management approach emphasizes analysing deviations from standards? Options : A)MBO B)Scientific Management C)Management by Exception D)Contingency Management	UN	2

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 concept of "Management as an Art and Science"	UN	1
8	Explain the concept of MBO.	UN	3
9	A newly formed project team is facing frequent misunderstandings. Apply a team building technique that the manager can use to improve communication.	AP	4
10	Provide an example of coordination helping achieve organizational goals.	AP	1
11	Suggest retention strategies for a company facing high employee turnover	AP	3

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) Discuss the role of controlling in achieving organisational goals. OR B) Why do some organizations prefer decentralization over centralization? Explain with suitable examples.	AP	3, 3
13	A) Apply how functions of management helps to run an organisation effectively. OR B) How would top-level management apply strategic decision-making to stabilise the company during financial crisis?	AP	1, 1
14	A)	AN	2, 2

Qn No.	Question	CL	CO
	Discuss the steps involved in the planning process. OR B) Analyse the key measures an organization can adopt to improve staff retention		
15	A) Analyse the role of leadership style in influencing employee morale. OR B) Examine the essential characteristics of an effective Team.	AN	4, 4

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) Discuss about the similarities and contradictions of Taylor's and Fayol's contributions to management OR B) Compare and analyse different types of control techniques help the management in taking better decisions.	AN	1, 1
17	A) Evaluate the challenges a manager may face in implimenting effective communication as a part of directing OR B) Evaluate the the effectiveness of different types of Management games in improving managerial skills	EV	2, 2
18	A) Evaluate how great leaders inspire and motivate teams to achieve high performance. OR B) Evaluate the benefits and drawbacks of implementing MBE in an organization.	EV	3, 3
19	A)	CR	4, 4

Qn No.	Question	CL	CO
	Design a plan to strengthen team collaboration. OR B) Design a complete business plan for a new digital service startup		