

Reg. No.:



Name:

University of Kerala

W7906

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT101 - Fundamentals of Management

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	Supervisor, Superintendent, Foreman etc constitute _____level of management	RE	1
2	Direction is regarded as the of the management process	RE	2
3	Decentralization result in Options : A) Greater control from the top B)Reduced employee motivation C)Faster decision making at local level D)Centralized planning	UN	3
4	F.W. Taylor's Scientific Management help improve organizational efficiency Options : A)By focusing on employee emotions and motivation B)By emphasizing standardization and time-motion studies C)By promoting flexible leadership and creativity D)By encouraging informal communication	UN	1
5	The primary purpose of controlling in management is Options : A)a. to set objectives B)b. to measure performance against standards C)c. to allocate resources D)d. to motivates staff	UN	4
6	of the following best describes <i>bounded rationality</i> in decision making Options : A)Managers always make perfect decisions by evaluating all alternatives. B)Managers make decisions based on limited information and time constraints. C)Managers rely only on mathematical models for decision making. D)Managers make decisions only through group discussions.	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	Describe the significance of values in managerial decision-making.	UN	1
8	Discuss the qualities of a successful leader	UN	4
9	How would you apply the control process to improve sales performance	AP	4
10	Apply the concept of decentralization to speed up decision making in the company.	AP	3
11	State any two features of decision making.	AP	2

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) Apply the functions of management to explain how a school can successfully conducted an annual day program. OR B) Demonstrate how the principles of scientific management can improve efficiency in a small manufacturing unit.	AP	1, 1
13	A) Demonstrate how a manager can use motivation techniques to improve employee morale. OR B) At Ola cabs, drivers complain about inadequate communication regarding policy updates. Elucidate how you would apply effective communication methods to resolve this issue.	AP	4, 5
14	A) Compare the effectiveness of different organizational structures using specific examples. OR B) Analyse the role of organizational structure in effective workflow management.	AN	3, 3
15	A) Analyze how bounded rationality affects decision making in uncertain business environments.	AN	2, 2

Qn No.	Question	CL	CO
	OR B) Analyze the planning process to launch a new mobile app.		

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) Compare and contrast the contribution of FW Taylor and Henry fayol. OR B) Compare and analyse strategic, tactical, and operational planning, explaining how each supports different levels of management in achieving organizational goals	AN	4, 2
17	A) A retail store experiences declining customer satisfaction. Describe how modern control techniques such as MIS or CRM systems can help improve service quality. OR B) Explain methods of establishing control	EV	4, 4
18	A) Critique the effectiveness of your organization's decision-making process. OR B) Assess the various types of plans followed by an organization.	EV	2, 2
19	A) Design a complete selection process for hiring BBA interns for a startup, explain each stages and justify why you included it. OR B) Choose the detailed steps in the control process, starting from establishing standards to taking corrective action.	CR	3, 3