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| **University of Kerala** | | |
| Discipline: Commerce |  | Time: 2 Hours (120 Mins.) |
| Course Code:UK1DSCCOM101 |  | Total Marks: 56 |
| Course Title: |  | Management Concepts and Practices |
| Type of Course: DSC |  | DSC |
| Semester: |  | I |
| Academic Level: 100-199 |  | 100-199 |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  | 4 |

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. | Management is considered as a science because it;   1. Is based on systematic observation, experimentation, and analysis. 2. Relies solely on creativity and intuition in decision-making. 3. Involves artistic skills in dealing with people and managing emotions. 4. Depends on the manager’s personal experience rather than structured processes. | Remember | CO-1 |
| 2. | Identify the main purpose of a deployment strategy in staffing;   1. To monitor employee activities 2. To ensure the efficient utilization of human resources 3. To increase the employee workload 4. To terminate employees who do not perform well | Remember | CO-2 |
| 3. | Name the crucial step in creating an effective team;   1. Selecting members who prefer to work independently 2. Ensuring all team members have identical skills 3. Avoiding conflicts by limiting communication among team members 4. Clearly defining team goals and individual responsibilities | Understand | CO-4 |
| 4. | How does F.W. Taylor’s approach to management differ from Henry Fayol’s in terms of focus?   1. Taylor focuses on administrative principles, while Fayol focuses on task optimization and worker efficiency. 2. Fayol’s approach concerns production, while Taylor focuses on employee well-being. 3. Taylor emphasizes worker productivity through scientific methods, while Fayol focuses on broader administrative management principles. 4. Taylor and Fayol both focus solely on financial management techniques. | Understand | CO-1 |
| 5. | During the planning process, which step involves setting assumptions about future conditions to guide the development of the plan?   1. Setting objectives 2. Developing premises 3. Identifying alternatives 4. Implementing the plan | Understand | CO-2 |
| 6. | A ‘quality circle’ in an organization is best described as;   1. Assigning tasks to managers and supervisors for performance evaluation. 2. Monitoring the financial performance of an organization and provide budget recommendations 3. Bringing together a group of employees who voluntarily meet to identify, analyze, and solve work-related problems. 4. Implementing automated systems for quality assurance and control. | Understand | CO-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. | Explain the importance of Manpower planning in an organization. | Understand | CO-2 |
| 8. | Describe how standardization contributes to effective control in an organization. | Understand | CO-2 |
| 9. | Discuss why quality circles are considered effective for continuous improvement in organizations. | Understand | CO-4 |
| 10. | Exhibit how would you apply the MBO to improve employee performance in an organization. | Apply | CO-3 |
| 11. | In what way might an autocratic leadership style be beneficial in a crisis situation? | Apply | CO-3 |

Part C. 16 Marks. Time: 35 Minutes

Short Answer. 4 Marks Each. Answer all 4 questions, choosing among options within each question. (Cognitive Level: Understand/Analyse)

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| Qn.  No. | Question | Cognitive Level | Course Outcome (CO) |
| 12. | A) Describe the significance of staff functions in supporting line functions.  OR  B) What is the principle of unity of command in directing, and why is it important in an organization? | Understand | CO-2 |
| 13. | A) How does the planning process help organizations achieve their goals effectively?  OR  B) Discuss how does the degree of centralization or decentralization impact organizational efficiency | Understand | CO-2 |
| 14. | A) Differentiate between the focus of a manager on tasks and the focus of a leader on people, and explain its impact on organizational effectiveness  OR  B) In what ways does a democratic leadership style affect organizational performance? | Analyse | CO-3 |
| 15. | A) Analyse and compare the roles of managers and employees in the MBO process. How do their responsibilities and contributions differ?  OR  B) Analyze the role of situational leadership in enhancing organizational efficiency. | Analyse | CO-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: Understand /Analyse)

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| **Qn.**  **No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| 16. | A) How does F.W. Taylor’s principle of 'Time and Motion Studies' contribute to improving task efficiency? What are the potential challenges of implementing this method in modern workplaces?  OR  B) Explain the key principles of Henry Fayol’s Administrative Management. How do these principles provide a framework for effective organizational management? | Understand | CO-1 |
| 17. | A) Describe self-management skills, and why are they important in team settings?  OR  B) Describe the different types of teams commonly found in organizations. How does each type of team serve a specific purpose or function | Understand | CO-4 |
| 18. | A) Examine the impact of laissez-faire and participative leadership styles on employee motivation. How do these styles influence organizational efficiency in the long term?  OR  B) Assess the influence of a notable business leader in expanding their company's global presence. What leadership qualities and strategic decisions made them successful in the business world? | Analysis | CO-3 |
| 19. | A) Analyze the impact of Management by Exception on organizational communication. In what ways can this management style influence the flow of information and feedback between management and staff?  OR  B) Analyze how Management by Objectives (MBO) serves as an effective planning mechanism for organizations and discuss potential challenges organizations face when implementing MBO. | Analysis | CO-3 |

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| **Cognitive Level** | **Marks** | **Percentage** |
| Remember | 2 | 5 |
| Understand | 30 | 53 |
| Apply | 4 | 7 |
| Analyse | 20 | 35 |
| **TOTAL** | **56** | **100** |

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| **Course Outcomes** | **Marks** | **Percentage** |
| CO-1 | 8 | 14 |
| CO-2 | 14 | 25 |
| CO-3 | 24 | 43 |
| CO-4 | 10 | 18 |
| **TOTAL** | **56** | **100** |