

Reg. No.:



Y8597

Name:

University of Kerala

Second Semester FYUGP Degree Examination, June 2026

Discipline Specific Core Course

COMMERCE

UK2DSCCOM101 - Functional 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	Implementation of policies and plans are the duty of_____. Options : A)Management B)Administration C)Selection D)None of the above	RE	1
2	Identify which one is a fringe benefit. Options : A)DA B)HRA C)Medical coverage D)All of the above	RE	4
3	Which management function involves comparing actual performance with standard performance and taking corrective action? Options : A)Planning B)Staffing C)Controlling D)Co-ordination	UN	1
4	The Traditional 4Ps' of the marketing mix consist of Product, price, Place and: Options : A)Process B)People C)Positioning D)Promotion	UN	3
5	Which of the following denotes concentration of decision-making authority? Options : A)Span of management B)Decentralization C)Centralisation D)None of these	UN	4
6	The objective of financial management which considers time value of money is Options : A)Profit Maximisation B)Wealth Maximisation C)Both A and B D)None of these	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 short term Finance.	UN	1
8	State four characteristics of a sound financial plan.	UN	2
9	Illustrate how a logistics service company can manage its operational challenges.	AP	3
10	Show how HR planning helps manpower management.	AP	4
11	Illustrate how social marketing techniques can be applied to create awareness programs.	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) Show how HRM practices can be applied to achieve organisational effectiveness. OR B) Show how the HRM selection process can be used in employee recruitment.	AP	4, 4
13	A) How would you apply the idea that finance is the lifeblood of business? OR B) Illustrate the use of working capital management techniques in a manufacturing concern.	AP	2, 2
14	A) Analyse the role of relationship marketing in strengthening long-term customer loyalty. OR B) Examine the role of advertising in increasing sales.	AN	3, 3
15	A) Assess the concept of management as getting things done through others and examine its functions. OR B) Present the functional applications of management in different business areas.	AN	1, 1

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) Examine the process of selecting the right employee for the right position in an organization and explain its steps. OR B) Examine the significance of Quality of Work Life (QWL).	AN	1, 1
17	A) Evaluate the effectiveness of a financial strategy for a growing business concern. OR B) Assess the importance of maximizing shareholders' wealth as a financial goal.	EV	2, 2
18	A) Investigate a marketing mix strategy for launching a new smartphone brand in Kerala. OR B) "Customer satisfaction is the key to successful marketing." Evaluate the statement with suitable examples.	EV	3, 3
19	A) Develop a structured interview process to select the best candidates. OR B) Develop a recruitment strategy to fill key vacancies in an organization.	CR	4, 4