

(6 pages)

Reg. No. : .....

Code No. : 10800 E Sub. Code : EEEEC 11

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2023.

First Semester

Economics

Elective — FUNDAMENTALS OF MANAGEMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The goals and policies of an organization is determined by the \_\_\_\_\_ management.  
(a) top level (b) middle level  
(c) moderate level (d) lower level
2. Financial management includes \_\_\_\_\_.  
(a) forecasting (b) cost control  
(c) financial planning (d) all the above

3. Identification of the opportunity is the \_\_\_\_\_ point of planning in management.  
(a) finishing (b) middle  
(c) starting (d) ending
4. An \_\_\_\_\_ plan is a tactics that a manager uses to accomplish his job responsibilities.  
(a) tactical (b) strategic  
(c) contingency (d) operational
5. A departmentation involves grouping of \_\_\_\_\_ with similar characteristics into a single unit.  
(a) people  
(b) activities  
(c) people and activities  
(d) none of the above
6. \_\_\_\_\_ is finding the way to meet the educational and financial needs of the individual.  
(a) Training  
(b) Management  
(c) Career Planning  
(d) Selection

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7. Motivation can be \_\_\_\_\_.  
(a) positive  
(b) negative  
(c) either positive or negative  
(d) neutral
8. An organization becomes stable because of \_\_\_\_\_.  
(a) organizational culture  
(b) motivation  
(c) innovation  
(d) culture
9. Budgetary control aims at the maximization of \_\_\_\_\_.  
(a) sales (b) profit  
(c) cost (d) income
10. Quality control is the procedure that is followed to achieve and maintain the required \_\_\_\_\_.  
(a) sales (b) production  
(c) quality (d) profit

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Give the definitions of management.  
Or  
(b) Explain the role of a manager in an organization.
12. (a) Write a note on the various forms of plans in management.  
Or  
(b) Narrate the decision making process.
13. (a) State the importance factors in determining an effective span of control.  
Or  
(b) Explain the meaning of career planning.
14. (a) What is innovation? List the situations under which the innovation will be executed.  
Or  
(b) What are the strategies in managing cultural diversity?

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15. (a) Mention the factors affecting the productivity of an organization.

Or

- (b) Assess the basic functions of plant maintenance.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the scope of management.

Or

- (b) Explain the functions of a manager in an organization.

17. (a) Appraise the nature of planning in management.

Or

- (b) Narrate the importance of planning in management.

18. (a) State the importance of departmentalization.

Or

- (b) Analyze the need for training.

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19. (a) Discuss the nature of creativity. Also explain the creativity process.

Or

- (b) What are the elements of organizational culture?

20. (a) Appraise the budgetary control and non-budgetary control techniques.

Or

- (b) Assess the various methods adopted by the organization to control the cost.

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