

**Second Semester FYUGP Degree (Sup/Imp) Examination
April 2026**

**KU2DSCBBA106 - EMERGING APPLICATIONS IN
MANAGEMENT**

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Name three industries where AI is used in business.
2. List three AI-driven business tools.
3. Define Six Sigma.
4. State any three consequences of poor quality management.
5. Define quality control.
6. Define reputational crisis with an example.
7. What is a financial crisis? Give an example.
8. What is work-life balance?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain the concept of Six Sigma and its role in quality improvement.
10. What is benchmarking? Explain its types.
11. What is quality leadership? Explain its importance.
12. How do organizations recover from a major crisis?
13. Discuss three techniques of stress management with examples.
14. How can training and development programs help in stress management?

Section C

Answer any 2 questions. Each carry 14 marks.

15. Explain the psychological impact of change on employees and how organizations can support them.
16. Discuss the role of leadership in change management. How can leaders drive successful change?
17. Discuss the challenges of AI regulation and governance in business.

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