

Second Semester FYUGP Degree (Reg) Examination April
2026

KU2DSCBBA106 - EMERGING APPLICATIONS IN
MANAGEMENT

2025 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. Define contingency planning in crisis management.
2. What is the difference between proactive and reactive crisis management?
3. Define Total Quality Management (TQM).
4. What is product benchmarking?
5. State three common reasons why employees resist change.
6. What is organisational change management?
7. Name three industries where AI is used in business.
8. Name three risks associated with AI in business.

Section B

Answer any 4 questions. Each carry 6 marks.

9. List three strategies to reduce resistance to change.
10. Explain the concept of change management and its importance.
11. How does change impact employees in an organization?
12. How does AI improve business analytics and decision-making?
13. Discuss the major risks businesses face while implementing AI.
14. What are the ethical concerns associated with AI in business?

Section C

Answer any 1 questions. Each carry 14 marks.

15. Discuss in detail the various strategies for managing workplace stress effectively.
16. Discuss the impact of poor leadership on quality management and customer satisfaction.