

Reg No:.....
Name :.....

K25FY2399 C

Second Semester FYUGP Management Studies Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCBBA106 (EMERGING APPLICATIONS IN
MANAGEMENT)
(DATE OF EXAM: 2-5-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Define Total Quality Management (TQM). 3
2. Define quality control. 3
3. Mention three ways a leader can improve quality in an organization 3
4. State three common reasons why employees resist change. 3
5. What is change? 3
6. What is the role of communication in managing crises? 3
7. What are emotional stressors? Give two examples. 3
8. What is work-life balance? 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Explain the benefits of TQM. 6
10. Discuss Kaizen and how it helps in continuous improvement. 6
11. What are the responsibilities of a quality leader in an organization 6
12. Discuss the three major stages of crisis management in detail. 6
13. Discuss the importance of leadership in handling crises. 6
14. Explain how time management can help reduce stress in organizations. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. How does AI impact different business sectors such as finance, healthcare, and retail? 14
16. Discuss how AI is used for financial forecasting and investment decision-making. 14
17. What are the major internal and external factors contributing to change? Explain with examples 14