

1B1N16029

(Pages :2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BCOM/BBA Degree Examination, November 2016
BC1B01/BB1B01 – Management Concept & Business Ethics
(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Part A

Objective type questions. Answer all Ten questions

A. Choosethe correct answer

1. In autocratic leadership decision making power is.....
a)Decentralised b)Centralised
c)Participative d)Democratic
2. creates plan for a week
a)Top Management b)Middle Management
c)Lower Management d)Work groups
3.function is associated with employing suitable personnel to the enterprise
a)Directing b)Staffing
c)Organising d)Controlling
4.provided the background for the formation of science of management
a)FW. Taylor b)Charles Babbage
c)Robbinson Towne d)Henry Fayol
5.is man-made part of environment
a)Morals b)Values
c)Culture d) Ethics

(5 x 1 = 5)

B. Fill in the blanks

6.is the last step in the organising
7. Need for affiliation is one of the element of.....theory
8. Empirical approach give importance to the study of.....
9. Appraisal of performance is one of the important step in..... function of management
10.means sharing of ideas

(5 x 1 = 5)

Part B

Short Answer type questions.

Answer *any Eight* questions from ten, answer in two or three sentences

11. What do you mean by informal organisation?
12. What do you mean by ethics?
13. What is MBO? Briefly narrate the concept of MBO.
14. What is holism?
15. What do you mean by manpower planning?
16. Give a short note about IEM.
17. What do you mean by monitoring?
18. Why recruitment is consider as a positive function?
19. What is managerial mischief?
20. What do you mean by universality of management? (8 x 2 = 16)

Part C

Short Essay or Paragraph questions.

Answer *any Six* questions from eight, answer in 150 to 200 words

21. What do you mean by controlling? Briefly narrate steps involved in controlling?
22. What do you mean by Hawthorne studies? Briefly narrate major findings.
23. What do you mean by values? Briefly explain characteristics of values.
24. What do you mean by team creation? Briefly explain key components in team creation
25. What do you mean by a profession? Give major features of a profession.
26. What is ethics management? Describe the structure of ethical management.
27. Briefly explain major contributions of famous Indian management guru CK. Prahlad.
28. What do you mean by culture? Briefly narrate kinds of culture. (6 x 4 = 24)

Part D

Essay questions.

Answer *any Two* questions, answer in 600 to 800 words

29. What do you mean by selection? Critically examine various steps involved in a scientific selection process. Briefly narrate major difference between selection and recruitment.
30. Define communication. State the nature, importance and types of communication.
31. What you mean by business ethics? Critically examine principles, importance and characteristics of business ethics. (2 x 15 = 30)

1B1N16030

(Pages :2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2016

BB1C01– Managerial Economics

(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

PART A

Objective type questions. Answer all 10 questions.

A. Choose the Correct Answer

1. State which of the following refers to the micro economic approach from a national angle?
(a) Per capita income of the country (b) Capital out- put ratio in cement industry
(c) Unemployment among educated people (d) Inflation in the economy
2. At very high and very low range of prices, demand is.....
(a) Relatively elastic (b) Relatively inelastic
(c) None of these
3. In the second stage of the law of diminishing returns total product.....
(a) Continue to increase (b) Continue to decrease
(c) Remains constant (d) None of the above
4. Cartel is an example of
(a) Collusion (b) Competition
(c) Monopoly (d) Monopsony
5. Cyclical fluctuations are.....in nature
a) Random b) Non repeating
c) Reinforcing d) None of these

B. Fill in the Blanks.

6. A study of wage system of a particular firm is.....economics
7. Income elasticity of superior goods is.....
8. At the point where isoquant curve is tangent to isocost curve the cost of production per unit is.....
9. Shape of an AR curve under monopoly is.....
10. Recession phase of business cycle is also known as.....

(10 x 1 = 10 marks)

PART B

Short Answer type questions.

Answer any Eight questions from Ten, answer in two or three sentences.

11. Define economics.
 12. Criticize the definition of economics as a "science of wealth".
 13. What do you mean by managerial economics?
 14. Explain the optimization concept of managerial economics.
 15. What do you mean by autonomous demand?
 16. What is income effect?
 17. Define vicarious approach of demand forecasting.
 18. What do you mean by imperfect substitution of factors of production?
 19. Explain the concept social cost.
 20. What is a natural monopoly?
- (8 x 2 = 16 mark**

PART C

Short Essay or Paragraph questions.

Answer any 6 questions from 8, answer in 150 to 200 words.

21. Explain the importance of managerial economics.
 22. What are the basic economic tools applied in managerial economics?
 23. Define Elasticity of demand. Explain different types of elasticity of demand.
 24. Discuss the factor influencing while forecasting demand for durable consumer goods.
 25. Define labour. Explain the peculiarities of labour as a factor of production.
 26. What is MRTS?
 27. Give a brief account of factors responsible for diseconomies of scale.
 28. List and explain the evils of recession phase.
- (6 x 4 = 24 mark**

PART D

Essay questions.

Answer any two questions, answer in 600 to 800 words.

29. "Managerial Economics is the discipline which deals with application of economic theory to business management". Explain.
30. Define price elasticity of demand. Explain the importance of the concept price elasticity of demand in modern business.
31. What do you mean by oligopoly? Explain how price and output decisions are taken under oligopoly.

(2 x 15 = 30 mark