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 Hawthrone 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)**

(Pages :2)   Reg. No:...........................

Name: ....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester B.Com Degree Examination, November 2016
· BC1C01– Managerial Economics
(2016 Admission onwards)

Max. Time: 3 hours   Max. Marks: 80

Part A

Answer all the questions. Each question carries one mark.

Choose the correct answer

1. Demand for a product arising out of the purchase of parent product is called............

   (a) Derived demand   (b) Composite demand

   (c) Direct demand   (d) Joint Demand.

2. Product differentiation is a fundamental feature of ....

   (a) Perfect competition   (b) Imperfect competition

   (c) Monopoly   (d) Duopoly

3. The marginal revenue equation can be derived from the:

   (a) Demand equation   (b) Supply equation

   (c) Cost equation   (d) Price equation

4. Which costs are recorded in the books of account:

   (a) Implicit cost   (b) Hypothetical cost

   (c) Social cost   (d) Explicit cost

5. Which of the following method of pricing is popular in wholesale and retail trades

   (a) Cost plus pricing   (b) Target pricing

   (c) Penetrating pricing   (d) Mark-up pricing

Fill in the blanks

6. Change in demand for a commodity due to change in price of another commodity is known as ....

7. Fixing high price during the introduction is called...............pricing.

8. Demand = Desires + Purchasing power + ...

9. Where boom ends, ...starts.

10. The functional relationship between cost and output is known as............

(10 x 1 = 10 marks)

Part B

*Answer any **eight** questions. Each question carries 2 marks.*

11. What is Law of diminishing marginal utility?

12. What is kinked demand curve?

13. What is Law of supply?

14. What is Iso-cost curve?

15. What do you understand by social cost of production?

16. What is Cobb-Douglas production function?

17. Mention any two peculiarities of Labour as a factor of production.

18. Define decision making.

19. What is Parity pricing?

20. What is collusive oligopoly?

$$(8 \times 2 = 16 \text{ marks})$$

Part C

*Answer any **six** questions each question carries 4 marks.*

21. State the law of demand. What are the exceptions to the Law of demand?

22. What are the types of price elasticity of demand?

23. What are the methods of demand forecasting for new product?

24. Distinguish between the law of variable proportion and law of return to scale.

25. What are the salient features of Monopoly?

26. Explain the causes fundamental to the emergence of business cycle.

27. Is price discrimination anti social? Explain.

28. Explain briefly the factors affecting pricing decision.

$$(6 \times 4 = 24 \text{ marks})$$

Part D

*Answer any **two** questions each question carries 15 marks.*

29. Define Managerial economics. How does it differ from pure economics? Explain the scope of managerial economics.

30. Explain the economies and diseconomies of scale.

31. What is perfect competition? Explain the condition to be satisfied for perfect competition.

$$(2 \times 15 = 30 \text{ marks})$$