1B1N17246		(Pages : 2)	Reg. No:	Reg. No:				
			Name:					
	FAROOK COL	LEGE (AUTONOMOL	JS), KOZHIKODE					
	First Semester	BBA Degree Examination	on, November 2017					
	BBBA1B01 -	Management Concept	& Business Ethics					
		(2017 Admission onward	ds)	Mary Markey 90				
Max. I	Fime: 3 hours	* E		Max. Marks: 80				
				Jr. 2				
		PART A						
Answer ALL questions. Each question carries 1 mark								
I Ch	oose the correct answer							
1.	There are levels of management							
	a) three	b)four	c)two	d)one				
2.	Father of human relations approach							
	a) Elton Mayo	b) Chester Bernard	c) Maslow	d) Urwick				
3.	Organizing process involves							
	a)Division of work	b)Grouping	c)Delegation	d)All of these				
4.	Delegation of authority is based on the principle of							
	a)unity of command	b) supervision	c) Division of work	d) scalar chain				
5.	developed the Reinfe	developed the Reinforcement theory						
	a) Skinner	b) Drucker	c) Prahlad	d) Vroom				
II Fi	ll in the blanks							
6.	People withmotives try to join groups							

Faulty translation is an example of barrier

Holistic managers are often considered

ISO is the abbreviation of

Line organization is also called

7.

8.

9.

10.

(10 x 1=10 Marks)

PART B Answer any EIGHT questions. Each question carries 2 marks

- 11. Management is a social process, how?
- 12. What is time study?
- 13. What is rule?
- 14. Define span of management.
- 15. What is theory X?
- 16. What is valence?
- 17. What is feed back?
- 18. Define control.
- 19. Define business ethics
- 20. What is unethical advertising?

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

PART C

Answer any SIX questions. Each question carries 4 marks

- 21. Explain the relationship between management and administration.
- 22. What are the features of objectives?
- 23. Explain the principle of delegation?
- 24. Explain Aldefer's ERG theory.
- 25. What are the limitations of control?
- 26. Explain the importance of business ethics.
- 27. What are the features of logistics management?
- 28. What are the qualities of a good supervisor?

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

PART D

Answer any TWO questions. Each question carries 15 marks

- 29. Discuss the different schools of management thought.
- 30. Define planning. What are its merits and demerits?
- 31. Define leadership. Explain the qualities found in a group leader.

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

2B1N17247		*	(Pages: 2)	Reg. No:			
			3 .55	Name:			
		FAROOK COLLEGE (AUTONOMOUS). K	OZHIKODE			
	First Semester BBA Degree Examination, November 2017						
		BBBA1C01-	Managerial Econom				
Max. Time: 3 hours			dmission onwards)	Max. Marks: 80			
Max. Time. 5 hours		47		Wax. Warks. 50			
			PART-I				
		Answer ALL Question		ries 1 Mark.			
C)			2 2				
Choose	e the correc	et Answer from the follo	owing.				
1	Who is regarded as the father of economics?						
	a) Adam s		b) J.M. Keynes	9			
_	c) Alfred M		d) Lionel Robbins				
2.	In case of in elastic demand, price elasticity of demand is						
	a) <1		b) >1				
	c) = 1		d) =0	0 8 9 76			
3	In which market system, the AR curve and MR curve are the same horizontal line.						
	a) Moncpo	oly	b)Perfect competiti	ion			
a .	c)Monopol	listic competition	d) Duopoly				
4.	A situation of service falling price and lowest level of economic activities is known as.						
	a) Boom		b) Recovery				
	c)Depress	ion	d) Recession	8 9			
5.	Price discrimination is possible in.						
	a) Monopo	oly	b)Perfect competiti	on			
*	c)Monopo	listic competition	d) None of these.	8 8			
		ks with correct answer					
6.	cost dose not vary with the volume of production.						
7.	A monopoly that merges because of economics of scale is called amonopoly.						
8.	pricing is done on the basis of managerial decisions.						

9. Fiscal policy is implemented by the-----

10. Utility described through numbers is called-----

(10x1=10Marks)

PART-II

Answer ANY EIGHT Questions. Each question carries 2 Marks.

- 11. Define Managerial Economics?
- What do you mean by demand schedule?
- 13. What is cross demand?
- 14. What do you mean by incremental revenue?
- 15. Explain pure competition?
- 16. What is shut-down point?
- 17. What is meant by mark up pricing?
- 18. What do you mean by Monopolistic market?
- 19. What are the characteristics of recession?
- 20. State characteristics of Duopoly market?

-(8x2=16Marks)

« PART-III Answer ANY SIX Questions. Each question carries 4 Marks.

- 21. What are the exceptions to the law of demand?
- 22. Discuss the factors affecting demand forecasting?
- 23. Explain the concept of "isoquant"?
- 24. Explain the law of variable proportion?
- 25. Distinguish between monopoly and monopolistic competition
- 26. Discuss the important methods of economic forecasting?
- What do you mean by decision making? What are the steps in decision making?
- 28. Explain the Diminishing Marginal Rate of Technical Substitution?

(6x4=24Marks)

PART-IV

Answer ANY TWO Questions. Each question carries 15 Marks.

- 29. Define Managerial Economics. Discuss the scope and importance of Managerial Economics?
- 30. What do you mean by Economies of scale? Explain the types of economies of scale?
- 31. What is Monopoly? Explain how price and out puts are determined under Monopoly.

(2x15=30Marks)