

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 x 2=16 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 x 4=24 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 x 15=30 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2017

BBBA1C01- Managerial Economics

(2017 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

PART-I**Answer ALL Questions. Each question carries 1 Mark.****Choose the correct Answer from the following.**

- 1 Who is regarded as the father of economics?

a) Adam smith	b) J.M. Keynes
c) Alfred Marshall	d) Lionel Robbins
2. In case of in elastic demand, price elasticity of demand is

a) <1	b) >1
c) $=1$	d) $=0$
- 3 In which market system, the AR curve and MR curve are the same horizontal line.

a) Monopoly	b) Perfect competition
c) Monopolistic competition	d) Duopoly
4. A situation of service falling price and lowest level of economic activities is known as.

a) Boom	b) Recovery
c) Depression	d) Recession
5. Price discrimination is possible in.

a) Monopoly	b) Perfect competition
c) Monopolistic competition	d) None of these.

Fill in the blanks with correct answer

6. -----cost does not vary with the volume of production.
7. A monopoly that merges because of economics of scale is called a-----monopoly.
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?
12. 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 ?
27. 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)