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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2020

BBA1B01 – Management Theory and Practices

(2020 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

PART A

Answer all questions

1. What is Corporate Philanthropy?
- 2.. What is Planning Premises?
3. Define Span of Management.
4. Define Management.
5. Differentiate Authority and Responsibility
6. What is Unity of direction?
7. What is Holacratic organization?
8. What is Job Analysis?
9. What is Division of Labour?
10. What is Open Book Management?
11. What is *Off the job* training?
12. What is Control by Exception?
13. What is Motion Study?
14. What is Tactical Plans?
15. What is Conceptual Skill?

(15 x 2 = 30 , Maximum ceiling 25 marks)

PART B
Answer all questions

16. What are the External Source of Recruitment?
17. Explain the Neoclassical Approach of Management?
18. Explain the importance of control in Management?
19. Discuss the nature of Management?
20. Distinguish between Recruitment and Selection?
21. Explain the principles of effective Delegation?
22. What is Planning? Discuss the steps in Planning Process.
23. Value oriented Holistic management is the essence of the Indian Management thought. Explain?

(8 x 5 = 40, Maximum ceiling 35 marks)

PART C
Answer any two questions

24. What is CSR? Explain CSR towards different stake holders?
25. Define TQM? Explain the important tools used in TQM.
26. "Profit is a major but not the sole criterion of the success of business organizations." Elucidate?

(2 x 10 = 20 marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2020

BBA1C01 – Managerial Economics

(2020 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

PART A**Answer all questions**

1. Define economics.
2. What do you mean by Managerial Economics?
3. What is opportunity cost concept?
4. Explain the term 'autonomous demand'.
5. What is extension in demand?
6. What do you mean by Veblen Effect?
7. Define long-run.
8. Write a note on 'explicit cost'.
9. What is marginal rate of technical substitution?
10. Define Monopoly.
11. Explain the concept 'status discrimination'.
12. What is price rigidity?
13. What do you mean by cyclical fluctuation in business activities?
14. Define depression.
15. What are leading indicators? **(15x2 = 30, Maximum ceiling 25 marks)**

PART B**Answer all questions**

16. 'Managerial economics is normative rather than positive'. Explain.
17. Discuss the role of a managerial economist in business decisions.
18. Define law of demand. What are its characteristics?
19. What are the importance of demand forecasting?
20. What is production function? Explain its assumptions.
21. Discuss the diseconomies of large scale operation.
22. Explain the characteristics of perfect competition.
23. Discuss the causes of business cycles. **(8x5 = 40, Maximum ceiling 35 marks)**

PART C
Answer any two

24. Define decision making. Explain its process.
25. What is price elasticity of demand? What are the different degrees of price elasticity?
26. Explain the causes for the operation of law of variable proportions.

(2x10 = 20 marks)