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1B1N19023

(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
First Semester BCOM/ BCOM CA Degree Examination, November 2019  
BCC1C01/BCM1C01 – Managerial Economics  
(2019 Admission onwards)

Time: 2.5 hours

Max. Marks: 80

**PART A**  
**Answer all questions**

1. What is meant by perfect competition?
2. What is shut-down point?
3. What is price dumping?
4. What is product differentiation?
5. What is forward planning?
6. What is duopoly?
7. State equimarginal principal
8. State law of supply
9. What is FIIs?
10. What is ancillary unit?
11. What is special economic zone?
12. Define intellectual property?
13. What is price discrimination?
14. What is cost pull inflation?
15. What is demonetization?

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

**PART B**  
**Answer all questions**

16. State the law of diminishing marginal utility
17. What are the limitations of indifference analysis?
18. Distinguish between normal price and market price
19. What are the steps in decision making?
20. What is the need for export promotion in India?
21. What are the responsibilities of a managerial economist?
22. Write a note on the business opportunities in Kerala
23. Discuss the role of parallel economy

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

**PART C**  
**Answer any two questions**

24. Describe about the price determination by the industry under perfect competition
25. What do you mean by inequalities in income and wealth? What are the cause of inequalities in income and wealth in India?
26. State graphically the indifference curve analysis. What is its limitation?

(2 x 10 = 20 Marks)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BCOM/ BCOM CA Degree Examination, November 2019

**BCC1B01/BCM1B01 – Business Management**

(2019 Admission onwards)

Time: 2.5 hours

Max. Marks: 80

**PART A**

**Answer all questions**

1. Define Management
2. What is TQM?
3. What is Delegation?
4. What is *Paternalistic Style* of leadership?
5. What is Lateral Communication?
6. Define Control.
7. What is Supply Chain Management?
8. What is 6Sigma?
9. What is the Empirical Approach of Management?
10. Define Business Ethics.
11. What is Corporate Citizenship?
12. Write any *two* advantages of *Kaizen*?
13. What is Change Management?
14. Write any *two* managerial traits of leadership?
15. What is TPM?

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



### PART B

Answer all questions

16. What are the Factors effecting Business Ethics?
17. Explain MBO and Its advantage?
18. Differentiate between Formal Organization and Informal Organization?
19. Write notes on Fish bone diagram
20. Distinguish between Management and Administration?
21. Compare the Separatist view and Unitarian view of Business Ethics
22. Explain Management by Motivation?
23. What are the different Methods of Departmentation ?

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

### PART C

Answer any two questions

24. Explain Herzberg's concept of Motivation. Compare it with Maslow's concept?
25. What is Corporate Social Responsibility? Explain the arguments against and in favour of corporate Social Responsibility.
26. Define Co-ordination. Explain the Techniques of effective Co-ordination?

(2 x 10 = 20 marks)