

B1N19030

(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2019

**BBA1C01 – Managerial Economics**

(2019 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

**PART A**

**Answer all questions**

1. What do mean by the term 'Economics'?
2. Define Managerial Economics.
3. What is incremental principle?
4. Explain the term 'derived demand'.
5. What is contraction in demand?
6. What do you mean by Giffens Paradox?
7. Define long-run.
8. Write a note on 'implicit cost'.
9. What is least cost combination?
10. Define Oligopoly.
11. Explain the term 'price discrimination'.
12. What are legal monopolies?
13. What is business cycle?
14. Define recession.
15. What is economic forecasting? (15x2 = 30, Maximum ceiling 25 marks)

**PART B**

**Answer all questions**

16. List out the main characteristics of managerial economics.
17. Explain process involved in decision making.
18. Why demand curve slopes downwards?
19. What is income elasticity? What are its types?
20. Define production function. Explain its characteristics.
21. What are the economies of large scale production?
22. Discuss the evils of monopoly.
23. What are the effects of boom phase on business?

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

PART C

Answer any two

24. What is managerial economics? Discuss its scope.

25. Define demand forecasting. What are the objectives of forecasting?

26. Explain the cost-output relationship in the long-run.

(2 x 10 = 20)

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First Semester BBA Degree Examination, November 2019

**BBA1B01 – Management Theory and Practices**

(2019 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

**PART A**

**Answer all questions**

1. Define Planning?
2. What is Kaizen?
3. Mention two types of Delegation?
4. What is Scalar chain?
5. What do you mean by Direction?
6. What is Ethical Dilemma?
7. What is Lean Management?
8. What is Behavioral Approach to Management?
9. What is Departmentation?
10. What is Job Specification?
11. What is Organization manuals?
12. What is *Vestibule Training*?
13. What is CPM?
14. What is Flatter Organisation?
15. What is Numerised Plan?

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

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

16. What are the Advantages of Managing Ethics in the workplace?
17. Explain MBO and its advantage.
18. Explain Modern approach to management?
19. What is kaizen? What are the benefits of kaizen?
20. What are the Limitations of planning?
21. Explain the different Organization Models?
22. What is *Corporate Philanthropy* and Its benefits?
23. Explain the methods of Departmentation..

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

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

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

(2 x 10 = 20 marks)