Name: ....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BBA Degree Examination, November 2023
BBA1B01 – Management Theory and Practices
(2022 Admission onwards)

Time: 2 ½ hours   Max. Marks : 80

PART A
Answer all questions

1. What is the empirical school?

2. Enumerate the three levels of management.

3. What is neo-classical approach to management thought?

4. What is contingency plan?

5. What is departmentation?

6. What do you mean 'responsibility'?

7. What is job specification?

8. What is concurrent control?

9. Who is a supervisor?

10. Write any two advantages of Kaizen?

11. What is open book management?

12. What is lean management?

13. What is corporate philanthropy?

14. Write any two ethical issues in business.

15. What is corporate citizenship?

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

PART B
Answer all questions

16. Explain the nature of management?

17. What are the advantages of Line and staff organization?

18. Explain any five types of plans?

19. Distinguish between recruitment and Selection

20. What are the features of directing?

21. What are the benefits of TQM?

22. List out the features of corporate social responsibility.

23. Explain Indian Ethos for management.

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

PART C
Answer any two questions

24. Discuss the different schools of management thought.

25. What is span of Management? Explain the factors influencing Span of Management?

26. Explain the various control techniques used in organization?

27. What is CSR? Explain the steps in the implementation of CSR activities

(2 x 10 = 20 marks

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Name: ....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2023

BBA1C01 – Managerial Economics

(2022 Admission onwards)

Time: 2 ½ hours   Max. Marks : 80

PART A
All questions can be attended.

1. Define micro economics.

2. Write a note on 'discounting principle'

3. Explain the term 'utility maximization'.

4. What is derived demand?

5. What is meant by contraction in demand?

6. What is time utility?

7. Write a note on 'barometric approach'.

8. Define production function.

9. Explain the concept constant returns to scale.

10. Give any for features of perfect competition.

11. "Under monopolistic competition, demand curve is more elastic". Give your opinion.

12. What is dumping?

13. What is depression?

14. What is business forecasting?

15. Discuss the criteria for selecting a good forecasting technique.

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

PART B
All questions can be attended.

16. Discuss the scope of managerial economics.

17. What are the constraints of value maximization?

18. What is income elasticity of demand?

19. Discuss the exceptions of price elasticity of demand.

20. What are the characteristics of labour as a factor of production?

21. Briefly explain the assumptions of law of variable proportions.

22. Discuss the evil effects of recession phase of business cycle.

23. Explain the process of business forecasting.

(8x5 = 40, Maximum ceiling 35 marks)

PART C
Answer any two questions

24. Who is a managerial economist? Discuss the role of a managerial economist.

25. Define demand forecasting? Explain the benefits of forecasting.

26. What is production optimization?

27. Explain price leadership model of oligopoly.

(2 x 10 = 20 Marks)