

1B1N22247

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BBA Degree Examination, November 2022

BBA1B01 – Management Theory and Practices

(2022 Admission onwards)

Time: 2 ½ hours

Max. Marks : 80

PART A
Answer all questions

1. What do you mean by 'Universality of Management'?
2. What is a System approach?
3. What is Scientific Management?
4. What is Planning Premises?
5. Mention any two types of delegation?
6. Expand PODSCORB.
7. What is CPM?
8. What is Control by Exception?
9. Define Directing.
10. What is TQM?
11. Write any two objectives of Kaizen.
12. What is Business Process Re-engineering?
13. What is Corporate governance?
14. What is business ethics?
15. Point out any three Indian ethos?

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

PART B
Answer all questions

16. Bring out the importance of management?
17. What are the limitations of planning?
18. Explain the principles of delegation?
19. What are the qualities of a good supervisor?

20. What are the *steps* in control process?
21. What are the *benefits* of lean management?
22. Explain the importance of corporate social responsibility.
23. Explain the value oriented holistic management.

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

PART C

Answer any two questions

24. Trace the evolution of management thought.
25. What is MBO? Explain the process of MBO. What are the criticisms leveled against MBO?
26. What is recruitment? Explain the various sources of recruitment?
27. Explain the corporate social responsibility towards different stakeholders.

(2 x 10 = 20 marks)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2022

BBA1C01 – Managerial Economics

(2022 Admission onwards)

Time: 2 ½ hours

Max. Marks : 80

PART A

All questions can be attended.

1. Define managerial economics.
2. Write a note on 'opportunity cost principle'
3. Explain the term value maximization.
4. What is law of demand?
5. What is meant by extension in demand?
6. What is place utility?
7. Write a note on 'diminishing marginal utility'.
8. What are isoquants?
9. Explain the concept 'economies of scale'.
10. What is a perfect market?
11. What is kinked demand curve model?
12. What is meant by price leadership?
13. Define business cycle.
14. Give any four features of boom phase.
15. Give a brief of economic forecasting.

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

PART B

All questions can be attended.

16. Explain the features of managerial economics.
17. Discuss the assumptions of Baumol's model of sales revenue maximization.
18. What determines the quantity of a good that the buyers demand for?
19. Give a brief of elasticity of supply and its type.
20. State the relationship between total cost and marginal cost.
21. What are the three stages of law variable proportions?
22. Discuss the causes and consequences of depression phase of business cycle.
23. Explain the features of a good forecasting technique.

(8x5 = 40, Maximum ceiling 35 marks)

PART C
Answer any two questions

24. What is utility maximization? Discuss the assumptions of utility maximization model.
25. Define demand forecasting. Explain the benefits of forecasting.
26. What is meant by diseconomies of scale? Give a brief of diseconomies of large scale operation.
27. Define monopoly. Discuss its types.

(2 x 10 = 20 Marks)