

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BCOM/BCOM CA Degree Examination, November 2022

BCM1B01/BCC1B01 – Business Management

(2022 Admission onwards)

Time: 2 ½ hours

Max. Marks : 80

**PART A****All questions can be attended.**

1. "Management is a universal process"- Describe.
2. What do you mean by Strategy?
3. Describe the concept 'Decision making'.
4. What is Span of management?
5. Define Participative leadership.
6. Define the term "Kaizen".
7. What is Direction?
8. Describe Applied ethics.
9. Describe Corporate Governance.
10. What is TQM.
11. What is Logistics?
12. What do you mean by MIS?
13. What are Policies?
14. Describe the relationship between Planning and Controlling.
15. What is System approach.

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

**PART B****All questions can be attended.**

16. What are the uses of Gamification?
17. What is Organisational Change?
18. Explain the features of CSR.
19. Define Corporate Governance. Who are its stakeholders?
20. Write short note on

- a) Ethics
- b) Globalisation

21. Differentiate Direction and Supervision.
22. What is Budgetary Control? State the steps involved in it.
23. Explain Charismatic leadership.

(8x5 = 40, Maximum ceiling 35 marks)

**PART C**  
**Answer ANY TWO questions**

24. Define Communication. Explain communication process.
25. What is Motivation? Explain its features and importance.
26. Explain the evolution of management thoughts.
27. Define Management. Explain different views about Management and Administration.

(2x10 = 20 Marks)

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Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BCOM/BCOM CA Degree Examination, November 2022

BCM1C01/BCC1C01 – Managerial Economics

(2022 Admission onwards)

Time: 2 ½ hours

Max. Marks : 80

**PART A**

**All questions can be attended.**

1. State equi-marginal principle.
2. What are inferior goods ?
3. What do you mean by MRTS?
4. What is Perfect competition?
5. What is consumer equilibrium?
6. What do you mean by Opportunity cost ?
7. What do you mean by ordinal utility approach ?
8. What is Budget Line?
9. What is Structural unemployment?
10. What is FORWARD planning?
11. What do you mean by Inflation ?
12. What is special economic zone ?
13. Explain Collusive Oligopoly.
14. Define exchange rate system?
15. What are public goods ?

(Maximum ceiling 25 marks)



### **PART B**

**All questions can be attended.**

16. Explain the role of managerial economist in decision making.
17. Enumerate the steps in decision making.
18. Illustrate Indifference curve analysis.
19. Explain how demand curve is derived from price consumption curve.
20. Explain the methods of controlling inflation .
21. Explain pricing under price leadership.
22. Discuss the causes of unemployment in India.
23. Briefly explain the features of perfect competition.

**(Maximum ceiling 35 marks)**

### **PART C**

**Answer any two questions**

24. Define Managerial Economics. Discuss the scope and importance of Managerial Economics?
25. Discuss briefly the important problems of growth in Indian Economy. How are these problems overcome?
26. What is Monopoly? Explain how price and out puts are determined under Monopoly.
27. Discuss graphically Hicksian decomposition of price effect into income effect and substitution effect.

**(2x10 = 20 marks)**