

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
First Semester BCOM Degree Examination, November 2018  
BBBA1B01 – Management Concepts and Business Ethics  
(2018 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**Part A****Answer all the questions.****Each question carries 1 mark.**

1. The concept of Scientific Management is introduced by .....  
(a) Henry Fayol (b) PF Drucker (c) FW Taylor (d) Mary Parker Follet
2. The organization structure deliberately formed for attaining the given objective is called ..... organisation  
(a) Informal (b) Formal (c) Structural d. None of these
3. Line organization is also called ..... Organization.  
(a) Functional (b) Staff (c) Combined (d) Military
4. ERG theory of motivation was given by .....  
(a) Abraham Maslow (b) Mc Gregor (c) Alderfer (d) F W Taylor
5. .... is called the essence of Management.  
(a) Forecasting (b) Training (c) Controlling (d) Co ordinating
6. MBO stands for .....
7. There are ..... Levels of Management.
8. CSR stands for .....
9. Expand TQM
10. Division of work leads to .....

(10 X 1 = 10 marks)

**Part B****Answer any eight of the following.****Each question carries 2 marks.**

11. Management is considered as a universal process. Why?
12. What do you mean by Schools of Management Thought?
13. How Administration is different from Management?
14. Define Planning.
15. What is meant by planning premises?

16. Define motivation.
17. What is business ethics?
18. What is meant by Kaizen?
19. What do you mean business eco system?
20. What is fish bone diagram?

(8 X 2 = 16 Marks)

### Part C

*Answer any six of the following.*

*Each question carries 4 marks.*

21. What are the contributions of CK Prahalad to Management Thought?
22. Explain the process of MBO.
23. What are the features of Line and Staff type of Organisation structure?
24. Describe theory X and theory Y.
25. Briefly explain the barriers to communication.
26. What is the importance of business ethics ?
27. What are the factors affecting span of control?
28. What are the arguments against and in favour of CSR?

(6 X 4 = 24 Marks)

### Part D

*Answer any two of the following.*

*Each question carries 15 marks.*

29. Explain the contributions of Henry Fayol to Management thought.
30. Describe the different forms of organization structure.
31. Explain the nature and process of managerial control.

(2 X 15 = 30 Marks)



IBIN18030

(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
First Semester BBA Degree Examination, November 2018  
BBBA1C01 - Managerial Economics  
(2018 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Part – I

Answer all questions. Each question carries 1 mark.

A. Choose the correct answer from the brackets

1. The opportunity cost of a decision is the cost of.....
  - (a) Sacrificing the alternatives to that decision
  - (b) Leaving away profit
  - (c) Managerial decision
  - (d) All of the above
2. The problem of income distribution is automatically solved in a ....
  - (a) Socialistic economy
  - (b) American economy
  - (c) Under developed countries
  - (d) All the above
3. Demand curve for newspaper and salt would be .....
  - (a) Downward sloping
  - (b) Parallel to X axis
  - (c) Parallel to Y axis
  - (d) None of the above
4. Law of Diminishing Return was popularized by ....
  - (a) Adam smith
  - (b) Marshall
  - (c) J.M.Keynes
  - (d) R.V. Rao
5. Market is perfect when....
  - (a) Seller is perfect in selling
  - (b) Product is of special type
  - (c) Large number of sellers and buyers selling homogeneous goods
  - (d) All of these

B. Fill in the blanks:

6. Parallel economy is also known as .....



7. Sale of electricity by State Board is a market named as .....
8. The fall in supply due to fall in price is called....
9. The word utility means.....
10. The Iso-cost line is similar to the.....

### Part II

**Short answer questions. Answer any eight questions**

**Each question carries 2 marks.**

11. Define economy
12. What is price elasticity?
13. What is Giffen Paradox?
14. What is composite demand?
15. What is consumer surplus?
16. What is marginal utility?
17. What is decision making?
18. What is poverty line?
19. Define sunk cost
20. What is demand forecasting?

### Part III

**Short essay questions. Answer any six questions.**

**Each questions carries 4 marks**

21. Discuss the scope of managerial economics
22. What are the different types of demand?
23. State the law of equi marginal utility
24. Explain and illustrate isoquants an isocost curves
25. Explain the relationship between total cost, average cost and marginal cost
26. Distinguish between perfect competition and monopoly
27. Do you agree with the view that Indian Economy is still under developed?
28. Critically examine the problem of unemployment in India

### Part IV

**Essay questions. Answer any two questions.**

**Each question carries 15 marks**

29. Explain how price and output are determined under monopolistic competition?
30. Discus the various cost concepts that are useful for decision making
31. What is elasticity of demand? State the factors determining elasticity.