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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BCOM Degree Examination, November 2018
BCOM1B01 – 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)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BCOM Degree Examination, November 2018
BCOM1C01 – Managerial Economics
(2018 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

PART-IAnswer **ALL** Questions. Each question carries 1 Mark .**I. Choose the correct Answer from the following.**

1. Macroeconomics is also called ----- economics
 - a) Applied
 - b) Aggregate
 - c) Experimental
 - d) None of the above
2. The law of ----- is called the second law of market
 - a) Demand
 - b) Supply
 - c) Production
 - d) None of the above
3. The modern economist believe in ----- utility approach
 - a) Ordinal
 - b) cardinal
 - c) Equi-marginal
 - d) None of the above
4. Which of the following is not a variable input
 - a) Raw material
 - b) Power
 - c) Equipment
 - d) None of the above
5. Price discrimination is possible in.
 - a) Monopoly
 - b) Perfect competition
 - c) Monopolistic competition
 - d) None of these.

Fill in the blanks with correct answer

6. Money cost is also known as-----.
7. A monopoly that merges because of economics of scale is called a-----monopoly.
8. ----pricing is done on the basis of managerial decisions.
9. Under the perfect competition----- curve is U -shaped
10. Parallel economy occurs due to----- money

(10x1=10Marks)

PART-II

Answer ANY EIGHT Questions. Each question carries 2 Marks.

11. Define Managerial Economics?
12. What do you mean by market demand schedule?
13. What is elasticity of demand?
14. What do you mean by incremental revenue?
15. Explain relation between TR and MR?
16. What is isocost curve?
17. What is meant by social cost?
18. What do you mean by demonitisation?
19. What are the characteristics of indifference curve ?
20. State characteristics of Monopoly market? (8x2=16Marks)

PART-III

Answer ANY SIX Questions. Each question carries 4 Marks.

21. What are the exceptions to the law of demand?
22. Discuss the factors affecting elasticity of supply ?
23. Explain the concept of "isoquant" ?
24. Explain the law of equi-marginal utility with the help of a graph.
25. Distinguish between monopoly and monopolistic competition
26. Discuss the important methods of cost minimization.
27. What do you mean by decision making? What are the steps in decision making ?
28. What are the major characteristics of Indian Economy ? (6x4=24Marks)

PART-IV

Answer ANY TWO Questions. Each question carries 15 Marks.

29. Define Managerial Economics. Discuss the scope and importance of Managerial Economics?
30. Discuss briefly the important problems of growth in Indian Economy. How are these problems overcome?
31. What is Monopoly? Explain how price and out puts are determined under Monopoly. (2x15=30Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BCOM CA Degree Examination, November 2018
BCCA1B01 – Management Concepts and Business Ethics
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Part A

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