

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**First Semester BBA Degree Examination, November 2021****BBA1B01 – Management Theory and Practices**

(2019 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

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

1. Define MBO
2. What is CSR?
3. Define Span of Control.
4. What is meant by directing?
5. What do you mean by Indian Ethos Management?
6. Define line organisation.
7. What is code of conduct?'
8. Define manpower planning.
9. What do you mean by lean management?
10. What is decentralisation?
11. Explain human relation approach to management.
12. Define authority.
13. What is meant by top level management?
14. What is functional foremanship?
15. What is scalar chain?

**(15 x 2=30, maximum ceiling 25 marks)****PART B****All questions can be attended.**

16. What are the features of management?
17. Distinguish between management and administration.
18. What is line and staff organisation? Explain its advantages.
19. State the differences between recruitment and selection.
20. Explain the principles of direction.
21. What are the objectives of controlling?
22. Explain business process re-engineering.
23. Explain the concept of Corporate Governance.

**(8 x 5=40, maximum ceiling 35 marks)**

**PART C**  
**(Answer any two questions)**

24. Explain the main principles of Business ethics.
25. Briefly explain the evolution of management thoughts.
26. Discuss the elements of Direction.
27. Define selection. What are the steps involved in selection?

**(2 x 10=20 marks)**

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(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BBA Degree Examination, November 2021

BBA1C01 – Managerial Economics

(2019 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

**PART A**

**All questions can be attended.**

1. Define economics.
2. What do you mean by dumping ?
3. What is deflation ?
4. What is 'demand function' ?
5. State the law of supply.
6. What are inferior goods ?
7. State the different item in cost.
8. What is the difference between income and wealth ?
9. What do you mean by production function?
10. Give two objectives of demand forecasting.
11. What is isoquant ?
12. What do you mean by economies of scale?
13. What is price discrimination?
14. What do you mean by collusive oligopoly ?
15. State the features of a business cycle.

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

## PART B

All questions can be attended.

16. Discuss the uses of managerial economics.
17. Define managerial economics . Discuss the scope of managerial economics.
18. What are the various exceptions to the law of demand ?
19. Explain and illustrate shift in demand.
20. Discuss the law of variable proportion.
21. What is Monopolistic competition. What are its essential feature ?
22. Differentiate between monopoly and monopolistic competition.
23. Discuss the importance of economic and business forecasting.

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

## PART C

Answer any two questions

24. Define managerial economics. Discuss the scope and nature of managerial economics.
25. What is meant by monopoly ? How pricing decisions are taken under the condition of monopoly in short-run and long -run ?
26. Define the concept of elasticity of demand .Explain various degrees of price elasticity.
27. Briefly discuss the various methods of economic and business forecasting with the merit and demerit of each.

(2 x 10 = 20 Marks)