FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 2 marks.

1. Why managerial economics is called a *normative science* ?

2. What is LERMS ?

3. What is Unemployment ?

4. Write the assumptions of law of demand.

5. What is meant by perfect competition ?

6. What is the role of a managerial economist in a business ?

7. What are inferior goods ?

8. What do you know about product differentiation ?

9. What is Inflation ?

10. What do you mean by producers' surplus ?

11. What is kinked demand curve ?

12. What is meant by income elasticity ?

13. What is forward planning ?

14. What is contraction of demand ?

15. What is closed oligopoly ?

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

Turn over

Part B

*Answer **all** questions.*
Each question carries 5 marks.

16. State the causes of inequalities in the income distribution of India.

17. Explain the role of SSIs in the economic growth of Kerala.

18. Describe the determinants of supply.

19. Explain about the basic economic tools in managerial economics.

20. Explain the different forms of monopoly.

21. Write up the causes of unemployment in India.

22. What are the disadvantages of FDI ?

23. Explain the arguments against the concept of consumer surplus.

(8 × 5 = 40, Maximum ceiling 35 Marks)

Part C

*Answer any **two** questions.*
Each question carries 10 marks.

24. Discuss the features of Kerala economy.

25. What is black money ? Explain the measures taken by the government to curb black money.

26. Define indifference curve analysis. Explain the properties and assumptions of it.

27. What is monopolistic competition ? What are the features of it ? Illustrate the demand curve of a firm under monopolistic competition.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019 to 2020 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer all questions.
Each question carries 2 marks.

1. Define logistics management.

2. What is encoding ?

3. What is meant by esprit de corps ?

4. What is formal organisation ?

5. What is supervision ?

6. Define departmentation.

7. What is extrinsic motivation ?

8. What is informal communication ?

9. What do you know about deontological theory ?

10. What is span of control ?

11. What is meant by planning premises ?

12. What do you understand by fish bone diagram ?

13. What is management by exception ?

14. What is instrumentality ?

15. What is a programmed decision ?

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

Part B

Answer all questions.
Each question carries 5 marks.

16. Define business ethics. Explain the different views of business ethics.

17. Write up the benefits of ISO Certification.

Turn over

18. Explain the techniques of co-ordination.

19. State the objectives of logistics management.

20. What is Holacracy ? Explain the essential elements of it.

21. Explain the steps involved in the implementation of CSR activities.

22. Describe the process of planning.

23. Illustrate MC Gregor's theory of motivation.

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

Part C

Answer any **two** *questions.*
Each question carries 10 *marks.*

24. Define TQM. Explain the principles of TQM.

25. Explain the barriers of communication.

26. Elaborate the merits and demerits of scientific management.

27. What is stress management ? Explain the techniques of stress management adopted by individuals and organizations.

(2 × 10 = 20 marks)

D 12580-A   (Pages : 4)   Name...

Reg. No....................................

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2021 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1C 01—MANAGERIAL ECONOMICS

(Multiple Choice Questions for SDE Candidates)

1. An indifference curve shows combinations of two goods that:

   (A) A consumer could buy with their given income.

   (B) Could provide the consumer with similar levels of satisfaction.

   (C) Would provide the consumer with the same level of satisfaction.

   (D) Could be available to the consumer in a given time period.

2. A utility function shows the relation between ———————.

   (A) The amount of goods consumed, and a consumer utility.

   (B) Income and a consumer utility.

   (C) Prices and consumers utility.

   (D) Maximum utility and the price and income facing a consumer.

3. Which of the following is the measure to control inflation ?

   (A) Granting credit on liberal terms. (B) Raising bank rate.

   (C) Demonetization. (D) None of these.

4. Employment of people who take jobs below their capacity is known as :

   (A) Underemployment. (B) Disguised unemployment.

   (C) Cyclical unemployment. (D) None of these.

5. Indian economy growth is primarily driven by :

   (A) Industry. (B) Agriculture.

   (C) Service. (D) None of these.

6. The concept of consumer surplus was developed by

   (A) Marshal. (B) HH Ghosen.

   (C) Bhentham. (D) None of these.

7. Indifference curve analysis is based on the principles of :

    (A)   Consumer surplus.

    (B)   Diminishing marginal utility.

    (C)   Diminishing marginal rate of substitution.

    (D)   None of these.

8. The author of the wealth of nation is :

    (A)   Marshal.   (B)   Robins.

    (C)   Adam smith.   (D)   None of these.

9. The income elasticity of demand is negative for a :

    (A)   Positive good.   (B)   Normal good.

    (C)   Elastic good.   (D)   Inferior good.

10. What effect is working when the price of a good falls and consumers tend to buy it instead of other goods :

    (A)   Income effect.   (B)   Substitution effect.

    (C)   Price effect.   (D)   None of these.

11. Demand curve slopes downwards because of :

    (A)   The law of diminishing marginal utility.

    (B)   The income effect.

    (C)   Substitution effect.

    (D)   All of the above.

12. In which production function, the degree of homogeneity is always one :

    (A)   Cobb doubglas production function.

    (B)   Homogeneous production function.

    (C)   Linear homogeneous production function.

    (D)   None of these.

13. Which cost is more useful for decision making ?

    (A)   Opportunity cost.   (B)   Sunk cost.

    (C)   Historical cost.   (D)   None of these.

14. Variable cost per unit :

    (A)   Remains fixed.   (B)   Varies with the volume of production.

    (C)   Varies with sales.   (D)   None of these.

15. WTO aims at :

    (A)   Establishing rules for domestic trade.

    (B)   Restricting trade practices.

    (C)   Liberalizing international trade.

    (D)   None of these.

16. The most outstanding feature of the capitalist economic system is :

    (A)   Unemployment.   (B)   Poverty.

    (C)   Equality of income.   (D)   Industrial backwardness.

17. Which of the following is a social consequence of unemployment in India ?

    (A)   Burden on the government.   (B)   Loss of income and respect.

    (C)   Wastage of resources.   (D)   None of these.

18. MNC :

    (A)   Always produce primary goods.   (B)   Always produce manufactured goods.

    (C)   Always produce service.   (D)   May produce primary or manufactured goods.

19. The portfolio investment by foreign institutional investor is :

    (A)   FDI.   (B)   FII.

    (C)   BOP.   (D)   SDR.

20. For motors entered the Indian automobile business in collaboration with which Indian manufacturer ?

    (A)   Mahindra and Mahindra.   (B)   Tata motors.

    (C)   Maruthi Suzuki.   (D)   Hindustan Motors.

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2021 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A (Short Answer Type Questions)

*Answer at least **ten** questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. Define Macro Economics.

2. What is nature and scope of managerial economics ?

3. What do you mean by Cardinal Analysis ?

4. What is consumer surplus ?

5. What do you mean by elasticity of supply ?

6. What is called consumer equilibrium ?

7. What do you mean by 'price consumption curve' ?

8. State the features of perfect market.

9. What do you mean by Equilibrium of the Firm under Perfect Competition ?

10. What is called price discrimination under monopoly ?

11. What is collusive oligopoly ?

12. What is product differentiation ?

13. State the role of WTO in Indian economy.

14. What do you mean by under employment ?

15. What is the role of MNCs in economic development ?

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. What are benefits of MSME from Central Government ?

17. Explain the issues in Indian Economy.

18. Write a note on parallel economy.

19. What are the main causes of inflation ?

20. What is monopoly and what are its features ?

21. Write a note on 'kinked demand curve.'

22. What do you mean by indifference curve analysis ?

23. Explain the process of decision-making.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*
Each question carries 10 marks.

24. Draw a sketch of Kerala economy.

25. Explain in detail the theory of consumer behaviour.

26. Discuss relationship of managerial economics with other disciplines.

27. Write a note on oligopoly market.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2021 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1B 01—BUSINESS MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. ISO emphasis on :

   (A) Prevention.

   (B) Inspection.

   (C) Rejection.

   (D) All the above.

2. ——————— is an internationally recognised Quality Management System.

   (A) ISO 9001.

   (B) ISO 14001.

   (C) ISO 2014.

   (D) None.

3. Where was the TQM emerged ?

   (A) Japan.

   (B) Germany.

   (C) India.

   (D) America.

4. Two Factor Theory is also known as ——————.

   (A) Theory X and Y.

   (B) Motivation Hygiene Theory.

   (C) Achievement Theory.

   (D) None of these.

5. ——————— is the act of increasing the knowledge and skills of an employee for doing a job.

   (A) Training.

   (B) Induction.

   (C) Placement.

   (D) Orientation.

6. The corporate governance structure of a company reflects the individual companies :

   (A) Cultural and economic system.

   (B) Legal and business system.

   (C) Social and regulatory system.

   (D) All of the above.

7. Which of the following statements best describes Corporate Social Responsibility ?

   (A) A corporation's requirement to make as much profit as possible.

   (B) A corporation's obligation to society that goes beyond the requirements of the law and economics to take into account the social and environmental impact of its decisions.

   (C) A corporation's obligation to consider the impact of its decisions on the environment.

   (D) The duty of care a corporation has to its employees and customers.

8. Which of the following form part of the business case for CSR ?

   (A) Better motivated staff reduce operating costs.

   (B) Increased brand value and reputation.

   (C) The maintenance of the 'licence to operate'.

   (D) All of the options given.

9. ——————— Leadership gives complete freedom to subordinates.

   (A) Authoritarian.   (B) Participative.

   (C) Free rein.   (D) None of these.

10. ——————— is considered as the primary function of management ?

   (A) Organizing.   (B) Planning.

   (C) Staffing.   (D) Controlling.

11. According to ——————— approach, management is a logical process and it can be expressed in terms of mathematical symbols and relationships.

   (A) Empirical.   (B) Management science.

   (C) Contingency.   (D) Operational.

12. ——————— is the art of knowing exactly what you want men to do and then seeing that how they do it in the best and cheapest way.

   (A) General management.

   (B) Scientific Management.

   (C) Administration.

   (D) None.

13. The author of the famous book "General and Industrial Management" is ———————.

   (A) Henry Fayol   (B) F.W. Taylor.

   (C) Henry Gantt.   (D) None.

14. Father of Modern Management theory is ———————.

   (A) Henry Fayol.   (B) F.W.Taylor.

   (C) Henry Gantt.   (D) None.

15. —————— has defined the basic problem of managing as the art of "knowing exactly what you want men to do and then see that they do it in the best and cheapest way".

    (A) Henry Fayol.   (B) F.W. Taylor.

    (C) Mary parker Follet.   (D) None of these.

16. —————— is undertaken to find out the one best way of doing the thing.

    (A) Job Analysis.   (B) Merit rating.

    (C) Job enrichment.   (D) None.

17. There are —————— Levels of management.

    (A) Five.   (B) Three.

    (C) Six.   (D) Four.

18. —————— are the simplest and the most specific type of standing plans.

    (A) Policy.   (B) Rule.

    (C) Project.   (D) Schedule.

19. —————— is the process of comparing actual performance with the standard and taking corrective Action.

    (A) Controlling.   (B) Management.

    (C) Planning.   (D) Co-ordination.

20. —————— developed MBO.

    (A) Henry Fayol.   (B) Rensis Likert.

    (C) Michael Porter.   (D) Peter F Drucker.

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. What is meant by business ecosystem ?

2. What is corporate citizenship ?

3. Define business ethics.

4. What is line organisation ?

5. What is motion study ?

6. What is meant by control by exception ?

7. Write the meaning of diagonal communication.

8. What is meant by MBO ?

9. What do you know about change management ?

10. Write any two merits of centralization.

11. What is globalization ?

12. What is mental revolution ?

13. What do you mean by gamification ?

14. What is management by participation ?

15. Define motivation.

(10 × 3 = 30 marks)

Section B

Answer at least **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. How to overcome communication barriers ?

17. Differentiate between delegation and decentralization.

Turn over

18. Explain the principles of co-ordination.

19. Mention the benefits of management by exception.

20. State the causes of increasing the role of logistics management.

21. Explain the barriers to effective planning.

22. Describe the different forms of flexible work arrangements.

23. State the essentials of an effective leadership.

(5 × 6 = 30 marks)

Section C

Answer any **two** *questions.*
Each question carries 10 *marks.*

24. Write an essay on theories of ethics.

25. Discuss the tools and techniques of controlling.

26. Explain the principles of general management.

27. What is stress ? Explain the factors causing stress.

(2 × 10 = 20 marks)

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION
NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2017—2018 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

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

1. The branch of economics that deal with individual economic units ——————.

2. Law of demand shows the relationship between —————— and quantity demanded.

3. Generally, demand curve is —————— sloped.

4. —————— product will never be zero or negative.

5. Quantity remains the same whatever the change in price, this is the case of.

6. $E_p = 0$ in the case of —————— elasticity.

    a) Perfectly elastic demand.   b) Perfectly inelastic demand.

    c) Relative elastic demand.   d) Unitary elastic demand.

7. When income increases, quantity demanded falls, it is :

    a) Positive income elasticity.   b) Zero income elasticity.

    c) Negative income elasticity.   d) Unitary income elasticity.

8. In a perfectly competitive market, individual firm :

    a) Cannot influence the price of its product.

    b) Can influence the price of its product.

    c) Can fix the price of its product.

    d) Can influence the market force.

9. Iso-cost line indicates the price of :

    a) Output.   b) Inputs.

    c) Finished goods.   d) Raw material.

Turn over

10. In the oligopoly market there are :

    a) Large no. of firms.   b) A few firms.

    c) A single firm.   d) An infinite no. of firms.

<div align="right">(10 × 1 = 10 marks)</div>

Part B

Answer any **eight** *questions.*
Each question carries 2 marks.

11. What do you mean by income elasticity ?

12. What is ordinal utility ?

13. What is opportunity cost ?

14. What is oligopoly ?

15. What is price discrimination ?

16. What are isoquants ?

17. What is joint demand ?

18. What is average product ?

19. What is a kinked demand curve ?

20. Define Managerial Economics.

<div align="right">(8 × 2 = 16 marks)</div>

Part C

Answer any **six** *questions.*
Each question carries 4 marks.

21. Explain the characteristics of Indian economy.

22. What are the advantages of price leadership ?

23. Explain the Law of Variable Proportions.

24. Discuss the importance of demand forecasting in a business organisation.

25. What are the criticisms against indifference curve analysis ?

26. Briefly explain the different types of price elasticity of demand.

27. State the law of demand and explain the exceptions to the law of demand.

28. Comment on the role of a Managerial Economist.

<div align="right">(6 × 4 = 24 marks)</div>

Part D

Answer any **two** *questions.*
Each question carries 15 *marks.*

29. Explain elasticity of demand and discuss the methods of measuring elasticity of demand.

30. Discuss various internal and external economies of scale.

31. Explain the process of price determination in market period under perfect competition.

<div align="right">(2 × 15 = 30 marks)</div>

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2016 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part I

*Answer **all** questions.*
Each question carries 1 mark.

1. Seller in a perfectly competitive market is a ——————.

   a) Price-taker.   b) Price-maker.

   c) Both a) and b).   d) None of these.

2. Managerial economics generally refers to the integration of economic theory with business :

   a) Ethics.   b) Management.

   c) Practice.   d) All of the above.

3. Given the price, if the cost of production increases because of higher price of raw materials, the supply ——————.

   a) Decreases.   b) Increases.

   c) Remains same.   d) Any of the above.

4. Under —————— price is determined by the interaction of total demand and total supply in the market.

   a) Perfect competition.   b) Monopoly.

   c) Imperfect competition.   d) All of the above.

5. Interface of macro-economics with business and industry does not deals with :

   a) Marketing policy of a firm.   b) Size of the market.

   c) Market structure.   d) Structure of the economy.

Turn over

6. The short run Average Cost curve is ———————— shaped :

    a) V.   b) U.

    c) L.   d) Any of the above.

7. To maximize profits, a firm should continue to increase production of a good until ————————.

    a) TR = TC.   b) Profits = zero.

    c) MR = MC.   d) AC = AR.

8. Business cycle is a ————————.

    a) Macro economic concept.   b) Micro economic concept.

    c) Both a) and b).   d) None of the above.

9. Generally income elasticity for a commodity is ————————.

    a) Positive.   b) Negative.

    c) Zero.   d) Not related.

10. When marginal revenue is zero, total revenue will be :

    a) Zero.   b) Minimum.

    c) Maximum.   d) Negative.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** *questions.*
Each question carries 2 marks.

11. Define macro economics.

12. Write down four objectives of managerial economics.

13. Write four reasons behind downward slope of demand curve.

14. What is law of supply ?

15. What is demand function ?

16. Name different methods of demand forecasting.

17. What is meant by sunk costs ?

18. What is Isoquant Map ?

19. What is price discrimination ?

20. What is customary pricing ?

(8 × 2 = 16 marks)

Part III (Short Essay)

Answer any **six** *questions.*
Each question carries 4 marks.

21. Briefly discuss about different types of measuring elasticity of demand.

22. What are the features and causes of business cycle ?

23. Explain the factors which influence pricing policies.

24. What are the features of perfect competition ?

25. Discuss about the scope of managerial economics.

26. How the skimming and penetrating pricing policies can be exercised ?

27. What are exceptions to the law of demand ?

28. Discuss the role of demand analysis in business management.

(6 × 4 = 24 marks)

Part IV (Long Essay)

Answer any **two** *questions.*
Each question carries 15 marks.

29. Illustrate the law of variable proportion to study the input-output relationships under short run. Discuss its assumptions and relevance to the business decisions.

30. Economies of scale result in cost saving and diseconomies lead to rise in cost-Explain the concepts in detail.

31. Explain in detail the process of price determination in the market period under the conditions of perfect competition.

(2 × 15 = 30 marks)

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Name...

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FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 1 *mark.*

Fill in the blanks :

1. ——————— means right to give orders and power to extract obedience.

2. Father of modern theory of management is ———————.

3. ——————— refers to the unbroken line of authority that exists from top executive to the lowest one.

4. Delegation grants ——————— to subordinates.

5. Staff officers are to ——————— the line officers.

Choose the correct answer :

6. Social audit is a study and evaluation of organisation's :

    (a) Profit.
    (b) Contribution to social cause.
    (c) Social response.
    (d) All of the above.

7. Planning is the :

    (a) First function of management.
    (b) Comes after organisation.
    (c) Is like any other function.
    (d) All these.

8. In functional organisation, work is divided :

    (a) According to importance.
    (b) According to nature.
    (c) According to time.
    (d) According to different functions.

Turn over

9. Delegation of authority is an element of :

    (a) Staffing.   (b) Directing.

    (c) Controlling.   (d) Organising.

10. Maslow's theory of motivation consists of :

    (a) Four stages.   (b) Six stages.

    (c) Five stages.   (d) Three stages.

(10 × 1 = 10 marks)

Part B

Answer any **eight** *questions.*
Each question carries 2 marks.

11. What is departmentation ?

12. What are levels of management ?

13. What are the components of planning ?

14. What is centralisation of authority ?

15. What is span of control ?

16. Explain oral communication.

17. What is delegation of authority ?

18. List out the benefits of line and staff organisation.

19. Define total quality management.

20. What do you mean by business ethics ?

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions.*
Each question carries 4 marks.

21. Why planning is essential in a business ?

22. Explain MBE.

23. What are the factors affecting span of control.

24. Explain the major assumptions of theory X and Y of motivation.

25. Describe levels of management.

26. What are the factors influencing business ethics ?

27. Explain the control techniques.

28. Planning is meaningless without control and control is aimless without planning. Discuss.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*
Each question carries 15 *marks.*

29. What are the different types of plans ?

30. State the objectives and importance of management.

31. What is MBO ? Explain the process of MBO.

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(2016 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

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

1. Lower level management functions include ——————.

    (a) Plan for a day or week.   (b) Issue instructions to the employees.

    (c) Allotment of work to the workers.   (d) All of these.

2. Planning is not ——————.

    (a) Futuristic.   (b) Pervasive.

    (c) Intellectual process.   (d) None of these.

3. —————— is an operational guide to action.

    (a) Policy.   (b) Procedures.

    (c) Strategy.   (d) Rules.

4. Following is an example of Hygiene factor :

    (a) Achievement.   (b) Responsibility.

    (c) Recognition.   (d) Company policy and administration.

5. This theory emphasis on the co-operative endeavor of management and employees.

    (a) Two factor theory.   (b) Theory 'X'.

    (c) Theory 'Y'.   (d) None of these.

6. In —————— style a manager centralizes decision-making power and authority in him.

7. —————— is the obligation of a subordinate to perform duty as required by his superior.

Turn over

8. ———————— is the process of guiding the subordinates towards achieving the enterprise goals.

9. ———————— principle states that an employee should receive orders from one superior only.

10. ———————— determines the number of subordinates a superior can effectively manage.

(10 × 1 = 10 marks)

Part B

Answer any **eight** *questions.*
Each question carries 2 marks.

11. Planning is pervasive. Explain.

12. What is organizing ?

13. What do you mean by management by exception ?

14. What is espirit de corps ?

15. What is delegation of authority ?

16. What is authority ?

17. What is meant by internal sources of recruitment?

18. What is placement ?

19. What do you mean by ethical standards ?

20. What is scalar chain ?

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions.*
Each question carries 4 marks.

21. What is MBO ? Explain the steps in MBO.

22. What is functional organization ? Explain merits and demerits.

23. Explain the need for decentralization in a business organization.

24. What are the steps in selection process ? Explain .

25. Explain Herzberg's two factor theory.

26. State the importance of controlling function of management.

27. Briefly explain the principles of business ethics.

28. What are the merits and demerits of internal sources of recruitment ?

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*
Each question carries 15 *marks.*

29. Discuss the various functions which constitute the process of management.

30. What is motivation ? Discuss Maslow's concept of need hierarchy theory.

31. Explain the principles of scientific management.

(2 × 15 = 30 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1C 01—MANAGERIAL ECONOMICS

(Multiple Choice Questions for SDE Candidates)

1. An indifference curve shows combinations of two goods that :

    (A) A consumer could buy with their given income.

    (B) Could provide the consumer with similar levels of satisfaction.

    (C) Would provide the consumer with the same level of satisfaction.

    (D) Could be available to the consumer in a given time period.

2. Which of the following statements is NOT TRUE of indifference curves ?

    (A) They could intersect.

    (B) They are convex to origin.

    (C) They exhibit higher levels of utility.

    (D) As you move from the origin.

3. The rate at which a consumer is able to substitute one good for another is determined by the ———————.

    (A) Consumers income.   (B) Indifference map.

    (C) Ratio of the prices of the goods.   (D) Marginal rate of substitution.

4. Which of the following is the measure to control inflation :

    (A) Granting credit on liberal terms.   (B) Raising bank rate.

    (C) Demonetization.   (D) None of these.

5. Employment of people who take jobs below their capacity is known as :

    (A) Underemployment.   (B) Disguised unemployment.

    (C) Cyclical unemployment.   (D) None of these.

6. Indian economy growth is primarily driven by :

    (A) Industry.   (B) Agriculture.

    (C) Service.   (D) None of these.

7. The concept of consumer surplus was developed by :

    (A) Marshal.   (B) Bhentham.

    (C) H.H. Ghosen.   (D) None of these.

8. Macro economic theory is also known as :

 (A) Price theory.   (B) Income theory.

 (C) Demand theory.   (D) None of these.

9. The study of international trade and national income is part of :

 (A) Global economics.   (B) Macro economics.

 (C) Positive economics.   (D) Microeconomics.

10. What effect is working when the price of a good falls and consumers tend to buy it instead of other goods :

 (A) Income effect.   (B) Substitution effect.

 (C) Price effect.   (D) None of these.

11. Demand curve slopes downwards because of :

 (A) The law of diminishing marginal utility.

 (B) The income effect.

 (C) Substitution effect.

 (D) All of the above.

12. Which of the following is a short run law ?

 (A) Law of diminishing returns.

 (B) Law of constant returns to scale.

 (C) Law increasing returns to scale.

 (D) None of these.

13. Which cost are recorded in books of accounts ?

 (A) Opportunity cost.   (B) Implicit cost.

 (C) Social cost.   (D) Explicit cost.

14. Variable cost per unit :

 (A) Remains fixed.   (B) Varies with the volume of production.

 (C) Varies with sales.   (D) None of these.

15. WTO aims at :

   (A)   Establishing rules of domestic trade.

   (B)   Restricting trade practices.

   (C)   Liberalizing international trade.

   (D)   None of these.

16. The most outstanding feature of the capitalist economic system is :

   (A)   Unemployment.   (B)   Poverty.

   (C)   Inequality of income.   (D)   Industrial backwardness.

17. Which of the following is not a development issue in India ?

   (A)   Unemployment.   (B)   Population pressure.

   (C)   Inflation.   (D)   Decreasing trend of foreign capital.

18. MNC :

   (A)   Always produce primary goods.   (B)   Always produce manufactured goods.

   (C)   Always produce service.   (D)   May produce primary or manufactured goods.

19. The portfolio investment by foreign institutional investor is :

   (A)   FDI.   (B)   FII.

   (C)   BOP.   (D)   SDR.

20. Cargil foods, an MNC has bought over which indigenous Indian company ?

   (A)   Amul.   (B)   Britannia.

   (C)   Parakh foods.   (D)   Dabur.

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2019—2020 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 2 *marks.*

1. Why managerial economics is called a *normative science* ?

2. What is LERMS ?

3. What is Unemployment ?

4. Write the assumptions of law of demand.

5. What is meant by perfect competition ?

6. What is the role of a managerial economist in a business ?

7. What are inferior goods ?

8. What do you know about product differentiation ?

9. What is Inflation ?

10. What do you mean by producers' surplus ?

11. What is kinked demand curve ?

12. What is meant by income elasticity ?

13. What is forward planning ?

14. What is contraction of demand ?

15. What is closed oligopoly ?

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

Turn over

Part B

*Answer **all** questions.*
Each question carries 5 marks.

16. State the causes of inequalities in the income distribution of India.

17. Explain the role of SSIs in the economic growth of Kerala.

18. Describe the determinants of supply.

19. Explain about the basic economic tools in managerial economics.

20. Explain the different forms of monopoly.

21. Write up the causes of unemployment in India.

22. What are the disadvantages of FDI ?

23. Explain the arguments against the concept of consumer surplus.

(8 × 5 = 40, Maximum ceiling 35 Marks)

Part C

*Answer any **two** questions.*
Each question carries 10 marks.

24. Discuss the features of Kerala economy.

25. What is black money ? Explain the measures taken by the government to curb black money.

26. Define indifference curve analysis. Explain the properties and assumptions of it.

27. What is monopolistic competition ? What are the features of it ? Illustrate the demand curve of a firm under monopolistic competition.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019 to 2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1B 01—BUSINESS MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. ———————— provides all relevant information needed by the managers at different levels for taking correct decisions.

    (A) MBO.
    (B) MIS.

    (C) DBMS.
    (D) None.

2. Where was the TQM emerged ?

    (A) Japan.
    (B) Germany.

    (C) India.
    (D) America.

3. Ethics is a system of ——————— principles.

    (A) Moral.
    (B) Guiding.

    (C) Value.
    (D) None.

4. According to Need Hierarchy theory, the human needs are ———————.

    (A) Limited.
    (B) Unpredictable.

    (C) Unlimited.
    (D) All of these.

5. The desire to reach the peak of one's potential is called as ———————.

    (A) Self Actualization needs.
    (B) Safety need.

    (C) Esteem need.
    (D) Social need.

6. ———————— is an example of internal source of recruitment.

    (A) Advertisement.
    (B) Trade unions.

    (C) Employment exchange.
    (D) Promotion.

7. ———————— means issuing orders, instructions and commands.

    (A) Directing.
    (B) Unity of command.

    (C) Authority.
    (D) All of these.

8. The goal of corporate governance and business ethics education is to :

    (A) Teach students their professional accountability and to uphold their personal Integrity to society.

    (B) Change the way in which ethics is taught to students.

    (C) Create more ethics standards by which corporate professionals must operate.

    (D) Increase the workload for accounting students.

9. A (n) ——————— is a problem, situation, or opportunity requiring an individual, group, or organization to choose among several actions that must be evaluated as right or wrong.

    (A) Crisis.   (B) Ethical issue.

    (C) Indictment.   (D) Fraud.

10. Which of the following form part of the business case for CSR ?

    (A) Better motivated staff reduce operating costs.

    (B) Increased brand value and reputation.

    (C) The maintenance of the 'licence to operate'.

    (D) All of the options given.

11. ——————— is an organizational structure which clearly defines duties, responsibilities, and authority.

    (A) Formal.   (B) Informal.

    (C) Natural.   (D) None of these.

12. According to ——————— approach, management is a logical process and it can be expressed in terms of mathematical symbols and relationships.

    (A) Empirical.   (B) Management science.

    (C) Contingency.   (D) Operational.

13. ——————— helps to determine a fair days work and rest period to complete it.

    (A) Work study.   (B) Time study.

    (C) Motion study.   (D) All of these.

14. Comparison between actual and standard performance is known as —————.

    (A) Planning.

    (B) Organising.

    (C) Controlling.

    (D) None.

15. ————————— school of thought has developed on the idea that there is no single best method to find solutions to Managerial problems

    (A) System approach.

    (B) Empirical.

    (C) Contingency.

    (D) Operational.

16. ————————— is a comprehensive plan designed to implement the policy and accomplish the objectives.

    (A) Schedules.

    (B) Budgets.

    (C) Projects.

    (D) Programs.

17. ————————— is considered as a negative function of management.

    (A) Selection.

    (B) Recruitment.

    (C) Training.

    (D) Placement.

18. ————————— is defined as a chain of superiors ranging from the ultimate authority to the lowest ranks.

    (A) Structure.

    (B) Scalar chain.

    (C) Both of these.

    (D) None of these.

19. ————————— is a sub function of direction.

    (A) Supervision.

    (B) Planning.

    (C) Organising.

    (D) Recruitment.

20. The objective of ISO-9000 family of Quality management is :

    (A) Customer satisfaction.

    (B) Employee satisfaction.

    (C) Skill enhancement.

    (D) Environmental issues.

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2019 to 2020 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 2 marks.

1. Define logistics management.

2. What is encoding ?

3. What is meant by esprit de corps ?

4. What is formal organisation ?

5. What is supervision ?

6. Define departmentation.

7. What is extrinsic motivation ?

8. What is informal communication ?

9. What do you know about deontological theory ?

10. What is span of control ?

11. What is meant by planning premises ?

12. What do you understand by fish bone diagram ?

13. What is management by exception ?

14. What is instrumentality ?

15. What is a programmed decision ?

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

Part B

Answer **all** *questions.*
Each question carries 5 marks.

16. Define business ethics. Explain the different views of business ethics.

17. Write up the benefits of ISO Certification.

Turn over

18. Explain the techniques of co-ordination.

19. State the objectives of logistics management.

20. What is Holacracy ? Explain the essential elements of it.

21. Explain the steps involved in the implementation of CSR activities.

22. Describe the process of planning.

23. Illustrate MC Gregor's theory of motivation.

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

Part C

Answer any two questions.
Each question carries 10 marks.

24. Define TQM. Explain the principles of TQM.

25. Explain the barriers of communication.

26. Elaborate the merits and demerits of scientific management.

27. What is stress management ? Explain the techniques of stress management adopted by individuals and organizations.

(2 × 10 = 20 marks)

D 13233 (Pages : 3) Name..

Reg. No....................................

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021

B.Com. (Honours)

1.5 BCH—BASIC NUMERICAL SKILLS

(2017—2019 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 1 *mark.*

1. If $A = \{1, 2, 4, 6, 8\}$, $B = \{2, 3, 4, 5, 6\}$, Find $A \cap B$.

2. Define Diagonal Matrix .

3. Define Simple simultaneous equations.

4. Solve $x^2 - 5x + 6 = 0$.

5. Define Arithmetic progression.

6. Find the Simple interest on Rs. 5,000 at 10 % for 3 years ?

7. Define Statistics.

8. Define Graphs.

9. Find the Arithmetic Mean :

   25   32   28   34   24   31   36   27   29   30

10. Define Time Series.

(10 × 1 = 10 marks)

Turn over

Part B

*Answer any **eight** questions.*
Each question carries 2 marks.

11. If $A = \{0, 1, 2\}$, $B = \{1, 3, 4\}$, $C = \{7, 8\}$. Find $A \cup (B \cup C)$ and $(A \cup B) \cap C$.

12. If $A = (2 \quad 3 \quad 5)$ and $B = \begin{pmatrix} 4 & 7 \\ 0 & 1 \\ -6 & 9 \end{pmatrix}$. Find AB.

13. Define Linear equation.

14. Solve the equation $21x^2 - 41x + 10 = 0$.

15. Find the 20th term of the series 4, 9, 14..............

16. Write any *two* formula of compound interest.

17. Write any *two* uses of Statistics.

18. Construct a simple bar diagram :

Year	:	1951	1961	1971	1981	1991
Population	:	36	44	55	68	84

19. Find Median :

6	9	21	5	7	-2	0	32	9

20. Calculate Standard deviation :

40	50	60	70	80	90	100

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions.*
Each question carries 4 marks.

21. Prove that $A \cup (B \cap C) = (A \cup B) \cap (A \cup C)$ by using Venn diagram.

22. If $A = \begin{bmatrix} 1 & 2 & 3 \\ 2 & 4 & 6 \\ 3 & 6 & 9 \end{bmatrix}$ and $B = \begin{bmatrix} -1 & -2 & -4 \\ -1 & -2 & -4 \\ 1 & 2 & 4 \end{bmatrix}$. Find AB

23. Solve $\dfrac{x}{x-2} + \dfrac{x-9}{x-7} = \dfrac{x+1}{x-1} + \dfrac{x-8}{x-6}$.

24. The 4th and 7th terms of an A.P are 3 and 36. Find the A.P and 15th term.

25. Mr.Ramesh deposited Rs. 25,000 On 1.1.2012. At the end of 5 months, he withdraw Rs.5,000. Find the interest due to him on 31.12.2012 with 12 % rate of interest.

26. Draw a multiple bar diagram for the following data :

Year	Sales	Gross Profit	Net Profit
1974	100	30	10
1975	120	40	15
1976	130	45	25
1977	150	50	25

27. Using three year moving averages determine the trend and short- term fluctuation :

Year	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Production	21	22	23	25	24	22	25	26	27	26

28. Calculate Karl Pearson's coefficient of Skewness :

25	15	23	40	27	25	23	25	20

(6 × 4 = 24 marks)

Part D

*Answer any **two** questions.*
Each question carries 15 marks.

29. Out of a group of 60 students, 25 play cricket, 30 play football, 24 play hockey, 10 play cricket and football, 9 play cricket and hockey, 12 play hockey and football and 5 play all the three. Use Venn-diagram to show how many play only one game.

30. Calculate mean, median and mode :

Variable	10–13	13–16	16–19	19–22	22–25	25–28	28–31	31–34	34–37	37–40
Frequency :	8	15	27	51	75	54	36	18	9	7

31. Calculate trend values by the method of least squares from the data given below :

Year	1995	1996	1997	1998	1999	2000	2001
Net Profit	32	36	44	37	71	72	109

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com. (Honours)

1.4 BCH—FINANCIAL ACCOUNTING

(2017—2019 Admissions)

Time : Three Hours　　　　　　　　　　　　　　　　Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 1 *mark.*

1. Income received in advance is debited to income account and credited to ————.

2. The balance of petty cash is ————.

3. Increase in asset is debited and decrease in asset is ————.

4. Every transaction has ———— effect.

5. The main aim of providing depreciation is ————.

6. Depreciation is generated due to ————.

7. Of the two sides of Trial balance does not tally, which Account is opened ————.

8. Errors are rectified in this book ————.

9. The term 'Financial Statement' covers ————.

10. The form of balance sheet is ————.

(10 × 1 = 10 marks)

Part B

Answer any **eight** *of the following in one* **or** *two sentences.*
Each question carries 2 *marks.*

11. Define Accounting.

12. Define book keeping

13. State the rules for double entry system ?

Turn over

14. Classify the following accounts in personal, real and nominal accounts :

    a) Drawings Account.

    b) Bank Account.

    c) Cash Account.

    d) Salaries Account.

15. State the journal entry for the following transaction :

Commenced business with cash of Rs. 5,00,000.

16. What is an Accounting cycle ?

17. State the journal entry for the following transaction :

Cash received from Mahesh Rs. 1,900 and allowed discount Rs. 100.

Cash A/c Dr 1900

Discount A/c Dr 100

To Mahesh A/c 2000

(Cash received and discount allowed)

18. What is meant by Bad debts ?

19. Define overdraft.

20. State the formula to calculate gross profit ratio.

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions in not exceeding* **one paragraph** *each.*
Each question carries 4 marks.

21. What are the purpose of financial reporting ?

22. Why financial statements are important ?

23. State the merits and demerits of double entry system.

24. Mention the objectives of journal ?

25. From the following calculate cash from operations :

Profit and Loss account for the year ended on 31st March 2016

Particulars	Rs.	Particulars	Rs.
To Salaries	5,000	By Gross profit	25,000
To Rent	1,000	By Profit on sale of land	5,000
To Depreciation	2000	By Income-tax refund	3,000
To Loss on sale of plant	1000		
To Goodwill written off	4,000		
To Proposed Dividend	5,000		
To Provision for tax	5,000		
To Net Profit	10,000		
Total	33,000	Total	33,000

26. Rectify the entries in the books of M/s Shinde Enterprises :

    (i) Amount paid for the installation of the machinery Rs. 10,000 was posted to the Repairs and maintenance A/c.

    (ii) Total of Purchases book Rs. 50,000 was not posted to the ledger.

    (iii) Goods returned to John Rs. 3,000 were recorded in Sales Book.

    (iv) Salary paid to Ram Rs. 6,000 was debited to his personal account.

    (v) Depreciation written-off on furniture Rs. 500 was not posted to the furniture account.

27. Prepare Bank Reconciliation Statement for the month of March, 31 2020 :

    (1) Debit Balance as per Cash Book is Rs. 40,500 on 31st March 2020.

    (2) Cheque deposited but not yet collected Rs. 92,000.

    (3) Cheque issued but not yet presented for payment of Rs. 52,800.

    (4) Bank Charges of Rs. 1,500 charged by the bank.

    (5) A customer directly deposited Rs. 45,200 into the Bank.

Turn over

28. Red Co acquired 80% of Blue Co's 40,000 Rs.1 ordinary share capital on 1 January 2012 for a consideration of Rs. 3.50 cash per share. The fair value of the non-controlling interest was Rs. 30,000 and the fair value of the net assets acquired was Rs. 1,25,000. What should be recorded as goodwill on acquisition of Blue Co in the consolidated financial statements ?

A) Rs. 17,000

B) Rs. 45,000

C) Rs. 42,000

D) Rs. 1,12,000

(6 × 4 = 24 marks)

Part D

Answer any two questions.
Each question carries 15 marks.

29. Mr. Ramu has the following transactions in the month of July. Record them into the journal and show postings in the ledger and balance the accounts :

July 1st : Ramu started business with a capital of 75,000

1st : Purchased goods from Manu on credit 25,000

2nd : Sold goods to Sonu 20,000

3rd : Purchased goods from Meenu 15,000

4th : Sold goods to Tanu for cash 16,000

5th : Goods returned to Manu 2,000

6th : Bought furniture for 15,000

7th : Bought goods from Zenu 12,000

8th : Cash paid to Manu 10,000

9th : Sold goods to Jane 13,500

10th : Goods returned from Sonu 3,000

11th : Cash received from Jane 5,500

12th : Goods taken by Ramu for domestic use 3,000

13th : Returned Goods to Zenu 1,000

14th : Cash received from Sonu 12,000

15th : Bought machinery for 18,000

16th : Sold part of the furniture for 1,000

17th : Cash paid for the purchase of bicycle for Ramu's son 1,500

19th : Cash sales 15,000

20th : Cash purchases 13,500.

30. The following information is available from the books of Exclusive Ltd. for the year ended 31st March, 2016: Prepare a cash flow statement :

(a) Cash sales for the year were Rs. 10,00,000 and sales on account Rs. 12,00,000.

(b) Payments on accounts payable for inventory totaled Rs. 7,80,000.

(c) Collection against accounts receivable were Rs. 7,60,000.

(d) Rent paid in cash Rs.2,20,000, outstanding rent being Rs. 20,000.

(e) 4,00,000 Equity shares of Rs.10 par value were issued for Rs. 48,00,000.

(f) Equipment was purchased for cash Rs. 16,80,000.

(g) Dividend amounting to Rs. 10,00,000 was declared, but yet to be paid.

(h) Rs. 4,00,000 of dividends declared in the previous year were paid.

(i) An equipment having a book value of Rs. 1,60,000 was sold for Rs. 2,40,000.

(j) The cash account was increased by Rs. 37,20,000.

31. Which of the following investments owned by Indigo Co should be accounted for using the equity method in the consolidated financial statements ?

1. 30% of the non-voting preference share capital in Yellow Co

2. 18% of the ordinary share capital in Blue Co with directors of Indigo Co having two of the live places on the board of Blue Co

3. 45% of the ordinary share capital of Red Co, with directors of Indigo Co having four of the six places on the board of Red Co

      A)   1 and 2.   B)   2 only.

      C)   1 and 3.   D)   2 and 3.

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com. (Honours)

1.3 BCH—BUSINESS MANAGEMENT

(2017—2019 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer **all** *the questions.*

1. What is organizing ?

2. What is business management ?

3. What is social responsibility ?

4. What is planning ?

5. What is centralization ?

6. What is staffing ?

7. What is delegation of authority ?

8. What is directing ?

9. What is administration ?

10. What is principles of management ?

(10 × 1 = 10 marks)

Part B

Answer any **eight** *questions.*

11. List out any two scope of management.

12. Why management is considered as goal oriented ?

13. What is meant by Decision planning ?

14. What do you mean by MBO ?

Turn over

15.   What is meant by Organization ?

16.   What is meant by Departmentation ?

17.   Name the two functions of Leadership.

18.   List out any four good qualities of a leader.

19.   What is Co-ordination ?

20.   What is meant by Feedback control ?

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions.*

21.   Compare between Administration and Management.

22.   Explain the Various Principles of Co-Ordination.

23.   Explain the Importance of planning

24.   Explain the features of Good organisation structure.

25.   Illustrate the points in departmental line organisation.

26.   What are the steps in the recruitment process ?

27.   Summarize the various steps needed in control process.

28.   Illustrate how human elements be controlled.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*

29.   Construct the various principles of co-ordination and also explain advantages and disadvantages of co-ordination.

30.   What is delegation of authority ? What steps are involved in the process of delegation ?

31.   Analyze the process of organisation Structure.

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com. (Honours)

1.2 BCH—PRINCIPLES OF INSURANCE

(2017—2019 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer **all** *questions in one sentence each.*
Each question carries 1 *mark.*

1. What is Risk ?

2. Who is Reinsurer ?

3. Define life insurer.

4. Define Riders.

5. Who is insured ?

6. What do you mean by premium ?

7. What is Claim ?

8. Who is called as nominee ?

9. What is annuity plan ?

10. What is Loss ?

(10 × 1 = 10 marks)

Part B

Answer any **eight** *questions in one* **or** *two sentences each*
Each question carries 2 *marks.*

11. Name the types of Pure Risk.

12. Differentiate between a peril and a hazard and give an example of each.

13. Define Insurance.

Turn over

14. What do you meant by Insurable interest ?

15. Define life insurance.

16. Define marine insurance

17. Who is Assignor ?

18. Define Assignment.

19. Define the term Agent.

20. Who is a Development Officer ?

(8 × 2 = 16 marks)

Part C

Answer any six questions in not exceeding one paragraph each.
Each question carries 4 marks.

21. List out the causes of risks.

22. Examine the features of Insurance.

23. Explain the main role of LIC in National economy.

24. Interpret the Process of Nomination

25. List out the code of conduct of an agent.

26. Classify the types of Insurance Brokers.

27. Classify the types of Death claims.

28. Outline the functions of Life insurance.

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.
Each question carries 15 marks.

29. Examine the essential elements of a valid insurance contract.

30. Explain briefly about Fire insurance.

31. Write a note on Insurance Act.

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021

B.Com. Honours

1.1 BCH—COMMUNICATIVE ENGLISH

(2017—2019 Admissions)

Time : Three Hours　　　　　　　　　　　　　　　　　Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 1 *mark.*

1. What is Intensive Reading ?

2. What is Skimming ?

3. Correct the sentence.

   The gift costs twenty thousands rupees.

4. The cars were ————————— in the traffic jam. (stationary/stationery)

5. What is Debate ?

6. What is a cover letter ?

7. Give an example for salutation in a formal letter.

8. Insert articles wherever necessary.

   Stranger had amazing idea.

9. A virus in all the company's computers ————————— a real threat to security, (is/are)

10. Complete the sentence :

    If I had political power, —————————.

(10 × 1 = 10 marks)

Part B

Answer any **eight** *questions.*
Each question carries 2 *marks.*

11. Define Circular

12. What is the purpose of an agenda ?

Turn over

13. Which are different kinds of Official Correspondence ?

14. What do you mean by Press Release ?

15. What are the things to be kept in mind while preparing official reports ?

16. You are the Secretary of the College Art's Club. Draft a notice to be put on college notice board, inviting entries for a spot photography competition conducted by the Art's Club next week.

17. What are the Components of a CV ?

18. What is the purpose of Mock interview ?

19. Why newsletters are important ?

20. Write a few do's and don'ts in group discussion.

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions.*
Each question carries 4 marks

21. Explain the different strategies of reading.

22. What is the purpose of a Notice ?

23. Your college has decided to purchase some heavy duty printers. You have to contact three companies inviting quotations for the same. Draft this letter.

24. What is the standard format of a press release ?

25. Imagine you are the reporter for a leading daily. Prepare an interview with a writer who was recently awarded Njanapith award.

26. Draft an advertisement to be published in a leading daily newspaper for the post of a floor manager in a well-known textile shop.

27. Prepare an agenda for the monthly staff meeting to be held at the Manager's Office of the local bank.

28. Write a conversation between two childhood friends who are meeting after a long time.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*
Each question carries 15 marks.

29. Prepare a CV and a covering letter to apply for the post of Librarian in an Arts and Science college.

30. As the student co-ordinator of your department, prepare a report on the industrial visit you had as part of your curriculum.

31. "Are mobile phones a bane or boon" ? Present your views in favour of or against the topic.

(2 × 15 = 30 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2021 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A (Short Answer Type Questions)

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. Define Macro Economics.

2. What is nature and scope of managerial economics ?

3. What do you mean by Cardinal Analysis ?

4. What is consumer surplus ?

5. What do you mean by elasticity of supply ?

6. What is called consumer equilibrium ?

7. What do you mean by 'price consumption curve' ?

8. State the features of perfect market.

9. What do you mean by Equilibrium of the Firm under Perfect Competition ?

10. What is called price discrimination under monopoly ?

11. What is collusive oligopoly ?

12. What is product differentiation ?

13. State the role of WTO in Indian economy.

14. What do you mean by under employment ?

15. What is the role of MNCs in economic development ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. What are benefits of MSME from Central Government ?

17. Explain the issues in Indian Economy.

18. Write a note on parallel economy.

19. What are the main causes of inflation ?

20. What is monopoly and what are its features ?

21. Write a note on 'kinked demand curve.'

22. What do you mean by indifference curve analysis ?

23. Explain the process of decision-making.

(5 × 6 = 30 marks)

Section C

Answer any **two** *questions.*
Each question carries 10 marks.

24. Draw a sketch of Kerala economy.

25. Explain in detail the theory of consumer behaviour.

26. Discuss relationship of managerial economics with other disciplines.

27. Write a note on oligopoly market.

(2 × 10 = 20 marks)

D 12579 (Pages : 2) Name...

Reg. No..................................

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half Maximum : 80 Marks

Section A

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. What is meant by business ecosystem ?

2. What is corporate citizenship ?

3. Define business ethics.

4. What is line organisation ?

5. What is motion study ?

6. What is meant by control by exception ?

7. Write the meaning of diagonal communication.

8. What is meant by MBO ?

9. What do you know about change management ?

10. Write any two merits of centralization.

11. What is globalization ?

12. What is mental revolution ?

13. What do you mean by gamification ?

14. What is management by participation ?

15. Define motivation.

(10 × 3 = 30 marks)

Section B

Answer at least **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. How to overcome communication barriers ?

17. Differentiate between delegation and decentralization.

Turn over

18. Explain the principles of co-ordination.

19. Mention the benefits of management by exception.

20. State the causes of increasing the role of logistics management.

21. Explain the barriers to effective planning.

22. Describe the different forms of flexible work arrangements.

23. State the essentials of an effective leadership.

(5 × 6 = 30 marks)

Section C

Answer any two questions.
Each question carries 10 marks.

24. Write an essay on theories of ethics.

25. Discuss the tools and techniques of controlling.

26. Explain the principles of general management.

27. What is stress ? Explain the factors causing stress.

(2 × 10 = 20 marks)

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021

B.Com. Professional

1.5 BCP—NUMERICAL SKILLS

(2016—2019 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 1 mark.

(A) Choose the correct answer :

1 The number of subsets of a set containing n elements is :

    a) 2^n.   b) 2^{-n}.

    c) n.   d) None of these.

2 The sum of n terms of an A.P. is $2n^2 + 3n$, find the nth term :

    a) $4n + 1$.   b) $4n - 1$.

    c) $2n + 1$.   d) $2n - 1$.

3 The G.M. of 2 and 8 is :

    a) 2.   b) 4.

    c) 8.   d) None.

4 Primary data are collected by :

    a) Interview.   b) Observation.

    c) Questionnaire.   d) All.

Turn over

5 Find the value of the determinant $A = \begin{vmatrix} 2 & 3 \\ 1 & 4 \end{vmatrix}$.

    a) -5.   b) 5.

    c) 11.   d) -11.

(B) Fill in the blanks :

6 A diagonal matrix in which all the diagonal elements are equal is called ————————.

7 Difference between the maximum and minimum value of a given data is called ————————.

8 Median of 40, 50, 30, 20, 25, 35, 30, 30, 20, 30 is ————————.

9 If $7(25 - x) - 5x = 2(3x - 25) - 3x$, then x will be ————————.

10 Measures of central tendency are called averages of the ———————— order.

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions.*
Each question carries 2 marks.

11 Explain the uses of index numbers.

12 Represent $(A \cap B)^C$ using Venn diagram.

13 Solve $2x - y = 5$ and $3x - 4y = 10$.

14 Explain union and intersection of sets.

15 Find $A + B$ and $4A - 5B$, where

$$A = \begin{bmatrix} 6 & 0 & -7 \\ 7 & -2 & 3 \end{bmatrix} \text{ and } B = \begin{bmatrix} 3 & 10 & 2 \\ -1 & 5 & 0 \end{bmatrix}.$$

16 Find the 7th term of the A.P. 8, 5, 2, –1, – 4………

17 Find the harmonic mean of 6, 8, 12, 36.

18 In a class of 50 students, 10 have failed and their average of marks is 2.5. the total marks secured by the entire class were 281. Find the average marks of those who have passed.

19 Calculate M.D. from the mean of the following numbers :

5, 8, 10, 10, 12, 9.

20 Explain the methods of collecting primary data.

(8 × 2 = 16 marks)

Part C

Answer any six questions.
Each question carries 4 marks.

21 Find the adjoint of the matrix

$$A = \begin{bmatrix} 1 & 1 & 1 \\ 1 & 2 & -3 \\ 2 & -1 & 3 \end{bmatrix}.$$

22 Solve $2x^2 + 8x + 8 = 0$.

23 Solve $7x + 8y = 2940$ and
$5x + 6y = 2150$.

24 Explain :

(a) Symmetrical and asymmetrical distribution.

(b) Positively skewed and negatively skewed distribution.

25 Among 60 people, 35 can speak in English, 40 malayalam and 20 can speak in both the languages. Find the number of people who can speak in atleast one of the languages. How many cannot speak in any of these languages ?

26 Represent the following using frequency polygon :

Midpoint	46	51	56	61	66	71
No. of students	3	4	5	7	9	8

27 Find the compound interest on Rs. 8,000 for 4 years if interest is payable half yearly for the first 3 years at the rate of 8 % per annum and for the fourth year interest is payable quarterly at the same rate.

Turn over

28 Explain merits and limitations of standard deviation.

$$(6 \times 4 = 24 \text{ marks})$$

Part D

Answer any two questions.
Each question carries 15 marks.

29 From the price of shares of P and Q, find which is more stable in value :

P	:	30	49	47	48	51	53	46	45	47	44
Q	:	103	102	100	100	101	102	99	98	99	96

30 Compute median from the following data :

Wages in Rs.	:	50–69	70–89	90–109	110–129	130–149
No. of workers	:	18	75	21	10	41

31 Solve the following equation using matrix :

$5x - 6y + 4z = 15$
$7x + 4y - 3z = 19$
$2x + \ y + 6z = 46.$

$$(2 \times 15 = 30 \text{ marks})$$

FIRST SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com. (Professional)

1.4 BCP—MANAGERIAL ECONOMICS

(2016—2019 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 1 mark.

I. Choose the correct answer :

1   For maximisation of Profit in the short run, the condition is ——————.

    (a) $P = AR = AC$.   (b) $P = MC = AC$.

    (c) $P = AR = MR$.   (d) $P = MC = MR$.

2   Cross Elasticity of demand between two perfect substitutes will be ——————.

    (a) Zero.   (b) Infinity.

    (c) Low.   (d) High.

3   Rise in the price of a commodity means ——————.

    (a) Fall in the value of currency.

    (b) Rise in the value of currency.

    (c) Rise in the value of Commodity.

    (d) Fall in the currency value and Rise in commodity value.

4   If the quantity purchased of a commodity is the same after an increase in his income, then the commodity is known as ——————.

    (a) Luxury.   (b) Normal goods.

    (c) Necessity.   (d) Inferior.

Turn over

5   A situation in which the competing firms are relatively small is known as —————.

    (a) Oligopoly.   (b) Monopoly.

    (c) Monopsony.   (d) Monopolistic.

II. Fill in the blanks :

6   Steady rise in general price levels, income, output and employment is significantly a feature of ————— phase in business cycle.

7   ————— invented the Kinked Demand curve model.

8   In Economics, the wants satisfying power of a commodity is known as —————.

9   ————— is the pricing method adopted in which an organisation sets the price of a product according to the prevailing price trends in the market.

10 ————— is the factor of production, also called "Free gift of Nature".

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions from the following.*
Each question carries 2 marks.

11 Define Elasticity of Demand.

12 State any two properties of an Indifference curve.

13 What is Pure Competition ?

14 Write any two differences between Social cost and Private cost.

15 Define 'Opportunity Cost' principle.

16 Mention any two characteristics of Business cycle.

17 List any two factors governing price for a product.

18 Write a short note on Administered Price Mechanism.

19 Give any two examples for Monopolistic competition market in India...

20 State the Law of Demand.

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions from the following.*
Each question carries 4 marks.

21 Point out the key differences between 'Market Penetration' pricing and 'Market Skimming' pricing strategies.

22 Analyse the features of a perfectly competitive market.

23 Why is the study towards Managerial Economics important ?

24 State the relationships between Total Product (TP) and Marginal Product (MP).

25 Identify the causes for Diseconomies of Scale.

26 How does Micro and Macro Economics differ from each other ?

27 Enumerate the four stages in Business Cycle diagrammatically.

28 Why is Long Run Average Cost (LAC) Curve 'U'- shaped? Explain with a diagram.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions from the following.*
Each question carries 15 marks.

29 What is Price Elasticity of Demand ? Graphically illustrate its different types with examples.

30 Discuss in detail the causes and effects of cyclical fluctuations in Business firms.

31 Trace out the features of Oligopoly market. State the key differences between perfect competition and monopolistic competition.

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021

B.Com. (Professional)

1.3 BCP—PRINCIPLES AND PRACTICE OF ACCOUNTING

(2016 to 2019 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part I

Answer **all** *questions.*
Each question carries 1 *mark.*

Choose the correct answer :

1 Sales book is used to record ————.

     a) Total sales.   b) Cash sales.

     c) Credit sales.   d) None of these.

2 Error of principle arises when :

     a) Recording of transaction in incorrect manner.

     b) Transaction is left to be recorded either wholly or partly.

     c) Recording only one aspect.

     d) None of these.

3 Selling expenses should be divided among the different departments on the basis of ————.

     a) Gross profit.   b) Net profit.

     c) Unrealized profit.   d) Space occupied.

4 Super profit is ————.

     a) AP-NP.   b) NP-AP.

     c) EP-NR.   d) None.

5 When the bill is dishonoured ———— account is debited in the books of the drawer.

     a) Creditor's.   b) Debtor's.

     c) Bank.   d) Cash.

Turn over

Fill in the blanks :

6   Returns outwards book makes record of ——————.

7   Errors which affect Profit and Loss Account relate to ——————.

8   Building expenses should be divided among different departments on the basis of
    ——————.

9   Hire purchase charge = ——————.

10 Department accounts are prepared separately to know separately the —————— of all
    departments.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** *questions.*
Each question carries 2 marks.

11 What is mean by down payment ?

12 Describe double entry system.

13 What is mean by compensating error ?

14 What is mean by discounting of bill of exchange ?

15 What is the purpose of preparing current account in partnership ?

16 How will you compute goodwill under super profit method ?

17 Describe joint venture.

18 What are the types of branches ?

19 Explain hire purchase agreement.

20 Explain debtors system.

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** *questions.*
Each question carries 4 marks.

21 List the various bases of apportionment of common expenses.

22 Explain methods of maintaining capital accounts.

23 How will you treat joint life policy in partnership ?

24 What are the disadvantages of hire purchase system ?

25 Kumar purchased a machinery on hire purchase system. He pays Rs. 20,000 down and Rs. 16,300, Rs.14,200 and Rs. 12,100 in three instalments respectively at the interval of two years. Rate of interest is 10% per annum at yearly rest. Determine cash price.

26 From the following particulars ascertain the balance that would appear in the cash book of Smile Ltd. as on 30th June 2016 before and after making the necessary adjustments :

   i) Overdraft as per pass book as on 30th June 5,400.

   ii) Cheque drawn but not presented upto June 30th 28,000.

   iii) Cheque paid in to bank but not cleared up to 30th June 39,000.

   iv) Insurance premium paid by the bank not entered in the cash book 4,000.

   v) Interest on overdraft as per passbook, not entered in the cash book Rs. 200.

   vi) Interest on investments collected by the bank appeared in the passbook Rs. 5,000.

   vii) In June, Smile ltd. Has discounted with the bank a bill for Rs. 5,000 and had entered this amount in the cash book but the proceeds credited in the pass Book amounted to Rs. 4,900.

27 A sold goods to B ON 30th October ,2017 for Rs. 24,000 and received Three bills for Rs. 4,000, Rs. 6,000 and Rs. 14,000 at 2,3 and 4 months duration respectively. He kept the first bill till maturity, endorsed the second bill in favour of C and discounted the third bill on third December 2017 at 6% p.a. The first and second bills were duly met on the maturity but the third bill was dishonoured: the bank paying Rs. 400 as noting charge. On 10th April 2017 B paid Rs. 10,000 and accepted a new bill at 2 months after date for the balance plus Rs. 800 as interest. The new bill was met on the maturity. Give journal entries in the books of A and B.

28 Contractor and engineer undertook jointly to construct a building for a newly started joint stock company for a contract price of Rs. 2,00,000 payable as to Rs. 1,50,000 in cash and Rs. 50,000 in fully paid shares of the new company. A joint bank account has been immediately opened in their joint names, contractor paying in Rs. 50,000 and engineer Rs. 30,000. They are to share profit or loss in the proportion of 5/8 and 3/8 respectively. Their transactions were as follows :

Turn over

Wages paid	80,000
Materials purchased	1,00,000
Materials supplied by contractor	6,000
Material supplied by engineer	2,000
Architect's fee paid by contractor	2,000

The contract was completed and the price duly received. The joint venture account was closed by Contractor by taking up all the shares at an agreed evaluation and engineer taking up the stock of materials at an agreed evaluation of Rs. 5,000.

Show the necessary ledger accounts.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two questions.
Each question carries 15 marks.

29 Mopedes Ltd., Madras, forwarded on 1st June 2008, 50 Mopedes to Mr. Pathak of Patna to be sold on its behalf. The cost of one Mopedes was Rs 1,600, but the invoice price was Rs. 2,000. Mopede Ltd., incurred Rs. 10,000 on freight and insurance. The consignment was received by Mr. Pathak on 10th June 2008. He also sent a bank draft for Rs. 75,000 as advance against the consignment.

Mr. Pathak also incurred Rs. 600 on godown rent and Rs. 1,400 on advertisements. On 10th August 2008 Mr. Pathak sent an account sales stating that he had sold 45 mopedes at a price of Rs. 2,150 each. He is also entitled to a commission of 5% on gross sales.

Pass journal entries to record the above transactions in the books of Mopedes Ltd. And Mr Pathak, assuming that the balance due by Mr Pathak is sent by bank draft on 31st August 1998.

30 X, Y and CZ share profits and losses in the proportion 1/2, 1/3 and 1/6. Their Balance Sheet is as follows :

Liabilities	Amount	Assets		Amount
Creditors	50,000	Land and Building	...	70,000
X's Loan	10,000	Pland and Machinery	...	40,000
X's Capital	50,000	Stock	...	25,000
Y's Capital	... 10,000	Debtors		20,000
Z's Capital	... 40,000	Cash		5,000
	1,60,000			1,60,000

The partnership is dissolved and the assets realised as follows :

	Amount
1st Realisation	40,000
2nd Realisation	30,000
3rd Realisation	5,40,000
4th Realisation	7,000

Prepare a statement showing how the distribution should be made according to proportionate Capital method.

31 Mallikarjuna Co. purchased five machines from Ramos Ltd. On 1st January 2016 on hire purchase system. The cash price of each machine is Rs. 1,20,000. The mode of payment was as follows :

   i)   15% of cash price down.

   ii) 25% of cash price at the end of each year for 4 years.

Mallikarjuna Co.write off 15% depreciation annually on diminishing balance. The payment due to 31st December, 2017 could not be made. Mallikarjuna Co. agreed to leave three machines with the buyer on the condition that the value of the other two machines could be adjusted against the amount due, the machines being valued at cost less 25% depreciation on diminishing balance.

Show the necessary accounts in the books of Mallikarjuna Co.

                                                        (2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B Com

BCM 1C 01—MANAGERIAL ECONOMICS

(2017—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C), (D) and (E) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1C 01 MANAGERIAL ECONOMICS

(Multiple Choice Questions for SDE Candidates)

1. Which of the following statements is NOT TRUE of indifference curves ?

    (A) They could intersect.

    (B) They are convex to origin.

    (C) They are downward sloping.

    (D) They exhibit higher levels of utility as you move from the origin.

2. The typical indifference curve —————.

    (A) Shows that as a consumer has more of a good he/she is less willing to exchange it for one unit of another good.

    (B) Shows all combinations of goods that give a consumer in same level of utility.

    (C) Shifts out if income increases.

    (D) Both (B) and (C).

3. Along an indifference curve :

    (A) The ratio of the marginal utilities is constant.

    (B) MRS is constant.

    (C) The price ratio is constant.

    (D) Both (B) and (C).

    (E) None of the above.

4. Indian economy is :

    (A) Socialistic.   (B) Mixed.

    (C) Gandhian.   (D) Free economy.

5. The most outstanding feature of capitalist economic system is —————.

    (A) Unemployment.   (B) Poverty.

    (C) Inequality of income.   (D) Industrial backwardness.

6. Which of the following is a social consequences of unemployment in india ?

    (A) Burden on the government.   (B) Loss of income and respect.

    (C) Wastages of resources.   (D) None of these.

7. Unemployment caused by a decline in demand for production in a particular industry is :

   (A)   Seasonal unemployment.   (B)   Frictional unemployment.

   (C)   Structural unemployment   (D)   None of these.

8. Law of equi-marginal utility was suggested by :

   (A)   Marshal.   (B)   Robins.

   (C)   HH Ghosen.   (D)   None of these.

9. The concept of consumer surplus was developed by :

   (A)   Marshal.   (B)   HH Ghosen.

   (C)   Bhentham.   (D)   None of these.

10. Indifference curve analysis is based on the principles of :

    (A)   Consumer surplus.

    (B)   Diminishing marginal utility.

    (C)   Diminishing marginal rate of substitution.

    (D)   None of these.

11. Macro economic theory is also known as :

    (A)   Price theory.   (B)   Income theory.

    (C)   Demand theory.   (D)   None of these.

12. The author of "The Wealth of Nations" is :

    (A)   Marshal.   (B)   Ricardo.

    (C)   Robins.   (D)   Adam Smith.

13. If the income elasticity of demand is that one, the good is a :

    (A)   Necessity.   (B)   Luxury.

    (C)   Substitute.   (D)   Complement.

14. What effect is working when the price of a good falls and consumers tend to buy it instead of other goods ?

    (A)   Income effect.   (B)   Substitution effect.

    (C)   Price effect.   (D)   None of these.

Turn over

15. Two goods that are used jointly to provide satisfaction are called :

   (A) Inferior goods.   (B) Normal goods.

   (C) Complementary goods.   (D) Substitute goods.

16. A rise in the relative price of bus transport will lead to :

   (A) Fall in the demand for taxi service.

   (B) Fall in the demand for new cars.

   (C) Expansion of supply of new cars.

   (D) Expansion of new bus routes available for customers.

17. Which of the following is not a survey method of demand forecasting :

   (A) Consumers interview method.   (B) Expert opinion method.

   (C) Barometric method.   (D) Collective opinion method.

18. Which one is not a property of isoquant ?

   (A) Downward sloping.   (B) Convex.

   (C) Negative slope.   (D) Positive slope.

19. Which of the following is a short run law ?

   (A) Law of diminishing returns.   (B) Law of constant returns to scale.

   (C) Law increasing returns to scale. (D) None of these.

20. Which of the following is not a variable input ?

   (A) Raw material.   (B) Power.

   (C) Equipment.   (D) None of these.

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01 MANAGERIAL ECONOMICS

(2017–2018 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

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

1. The branch of economics that deal with individual economic units ——————.

2. Law of demand shows the relationship between —————— and quantity demanded.

3. Generally, demand curve is —————— sloped.

4. —————— product will never be zero or negative.

5. Quantity remains the same whatever the change in price, this is the case of.

6. $E_p = 0$ in the case of —————— elasticity.

    a) Perfectly elastic demand.   b) Perfectly inelastic demand.

    c) Relative elastic demand.   d) Unitary elastic demand.

7. When income increases, quantity demanded falls, it is :

    a) Positive income elasticity.   b) Zero income elasticity.

    c) Negative income elasticity.   d) Unitary income elasticity.

8. In a perfectly competitive market, individual firm :

    a) Cannot influence the price of its product.

    b) Can influence the price of its product.

    c) Can fix the price of its product.

    d) Can influence the market force.

9. Iso-cost line indicates the price of :

    a) Output.   b) Inputs.

    c) Finished goods.   d) Raw material.

Turn over

10. In the oligopoly market there are :

     a) Large no. of firms.   b) A few firms.

     c) A single firm.   d) An infinite no. of firms.

(10 × 1 = 10 marks)

Part B

Answer any **eight** *questions.*
Each question carries 2 marks.

11. What do you mean by income elasticity ?

12. What is ordinal utility ?

13. What is opportunity cost ?

14. What is oligopoly ?

15. What is price discrimination ?

16. What are isoquants ?

17. What is joint demand ?

18. What is average product ?

19. What is a kinked demand curve ?

20. Define Managerial Economics.

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions.*
Each question carries 4 marks.

21. Explain the characteristics of Indian economy.

22. What are the advantages of price leadership ?

23. Explain the Law of Variable Proportions.

24. Discuss the importance of demand forecasting in a business organisation.

25. What are the criticisms against indifference curve analysis ?

26. Briefly explain the different types of price elasticity of demand.

27. State the law of demand and explain the exceptions to the law of demand.

28. Comment on the role of a Managerial Economist.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*
Each question carries 15 *marks.*

29. Explain elasticity of demand and discuss the methods of measuring elasticity of demand.

30. Discuss various internal and external economies of scale.

31. Explain the process of price determination in market period under perfect competition.

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2016 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1C 01—MANAGERIAL ECONOMICS

(Multiple Choice Questions for SDE Candidates)

1. Wealth (Classical) definition of economics is given by :

    (A) A.C. Pigou.

    (B) Lionel Robbins.

    (C) Adam Smith.

    (D) Alfred Marshall.

2. Welfare (neo classical) definition of economics is given by :

    (A) J.B. Say.

    (B) Lionel Robbins.

    (C) Adam Smith.

    (D) Alfred Marshall.

3. Micro economics studies the economic actions and behavior of :

    (A) Individual units.

    (B) Economic aggregates.

    (C) Total employment.

    (D) General price level.

4. Macro economics is concerned with :

    (A) The theory of firm.

    (B) Household expenditure.

    (C) General price level.

    (D) Individual consumer behavior.

5. Economics was classified into micro and macro by :

    (A) Ragnar Frisch.

    (B) Adam Smith.

    (C) J. M. Keynes.

    (D) A.C. Pigou.

6. ——————— is micro economic theory.

    (A) Demand theory.

    (B) Price theory.

    (C) Income theory.

    (D) None of these.

7. Allocation of available resources among alternatives is based on the principle.

    (A) Opportunity cost principle.

    (B) Discounting principle.

    (C) Equi-marginal principle.

    (D) None of these.

8. Want satisfying power of commodity is called :

    (A) Demand.   (B) Utility.

    (C) Satisfaction.   (D) Consumption.

9. In economics, desire backed by purchasing power is known as :

    (A) Utility.   (B) Demand.

    (C) Consumption.   (D) Scarcity.

10. ——————— is known as the "first law in market".

    (A) Law of supply.   (B) Law of consumption.

    (C) Law of demand.   (D) Law of production.

11. When the change in demand is exactly equal to the change in price, it is called ?

    (A) Perfectly elastic demand.   (B) Perfectly inelastic demand.

    (C) Relative elastic demand.   (D) Unitary elastic demand.

12. In the case of perfect elasticity, the demand curve is :

    (A) Vertical.   (B) Horizontal.

    (C) Flat.   (D) Steep.

13. In the case of perfect inelasticity, the demand curve is :

    (A) Vertical.   (B) Horizontal.

    (C) Flat.   (D) Steep.

14. Consumer Interview method of demand forecasting may undertaken by :

    (A) Complete enumeration.   (B) Sample survey.

    (C) End-use method.   (D) All the above.

15. Method of demand forecasting is also called "economic model building".

    (A) Opinion survey.   (B) Complete enumeration.

    (C) Correlation and regression. (D) Delphi method.

Turn over

16. Criteria for good demand forecasting includes :

   (A) Plausibility.

   (B) Simplicity.

   (C) Economy.

   (D) All the above.

17. Fixing high price during the introduction is called :

   (A) Skimming.

   (B) Penetrating.

   (C) Full cost pricing.

   (D) Target pricing.

18. Which of the following method of pricing is popular in wholesale and retail trades ?

   (A) Skimming.

   (B) Penetrating.

   (C) Full cost pricing.

   (D) Target pricing.

19. Which one of the following is not a reason for adopting skimming price strategy ?

   (A) When the demand of new product is relatively inelastic ?

   (B) When there is no close substitutes ?

   (C) Elasticity of demand is not known.

   (D) Product has high price elasticity in the initial stage.

20. Customary pricing is also known as :

   (A) Consumer pricing.

   (B) Conventional pricing.

   (C) Cost plus pricing.

   (D) Full cost pricing.

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1C 01—MANAGERIAL ECONOMICS

(2016 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part I

*Answer **all** questions.*
Each question carries 1 mark.

1. Seller in a perfectly competitive market is a ——————.

   a) Price-taker.   b) Price-maker.

   c) Both a) and b).   d) None of these.

2. Managerial economics generally refers to the integration of economic theory with business :

   a) Ethics.   b) Management.

   c) Practice.   d) All of the above.

3. Given the price, if the cost of production increases because of higher price of raw materials, the supply ——————.

   a) Decreases.   b) Increases.

   c) Remains same.   d) Any of the above.

4. Under —————— price is determined by the interaction of total demand and total supply in the market.

   a) Perfect competition.   b) Monopoly.

   c) Imperfect competition.   d) All of the above.

5. Interface of macro-economics with business and industry does not deals with :

   a) Marketing policy of a firm.   b) Size of the market.

   c) Market structure.   d) Structure of the economy.

Turn over

6. The short run Average Cost curve is ——————— shaped :

   a) V.

   b) U.

   c) L.

   d) Any of the above.

7. To maximize profits, a firm should continue to increase production of a good until ——————.

   a) TR = TC.

   b) Profits = zero.

   c) MR = MC.

   d) AC = AR.

8. Business cycle is a ——————.

   a) Macro economic concept.

   b) Micro economic concept.

   c) Both a) and b).

   d) None of the above.

9. Generally income elasticity for a commodity is ——————.

   a) Positive.

   b) Negative.

   c) Zero.

   d) Not related.

10. When marginal revenue is zero, total revenue will be :

    a) Zero.

    b) Minimum.

    c) Maximum.

    d) Negative.

$(10 \times 1 = 10$ marks$)$

Part II (Short Answer Questions)

*Answer any **eight** questions.*
Each question carries 2 marks.

11. Define macro economics.

12. Write down four objectives of managerial economics.

13. Write four reasons behind downward slope of demand curve.

14. What is law of supply ?

15. What is demand function ?

16. Name different methods of demand forecasting.

17. What is meant by sunk costs ?

18. What is Isoquant Map ?

19. What is price discrimination ?

20. What is customary pricing ?

(8 × 2 = 16 marks)

Part III (Short Essay)

Answer any **six** *questions.*
Each question carries 4 marks.

21. Briefly discuss about different types of measuring elasticity of demand.

22. What are the features and causes of business cycle ?

23. Explain the factors which influence pricing policies.

24. What are the features of perfect competition ?

25. Discuss about the scope of managerial economics.

26. How the skimming and penetrating pricing policies can be exercised ?

27. What are exceptions to the law of demand ?

28. Discuss the role of demand analysis in business management.

(6 × 4 = 24 marks)

Part IV (Long Essay)

Answer any **two** *questions.*
Each question carries 15 marks.

29. Illustrate the law of variable proportion to study the input-output relationships under short run. Discuss its assumptions and relevance to the business decisions.

30. Economies of scale result in cost saving and diseconomies lead to rise in cost-Explain the concepts in detail.

31. Explain in detail the process of price determination in the market period under the conditions of perfect competition.

(2 × 15 = 30 marks)

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(Pages : 4)

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2017—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 1B 01—BUSINESS MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. ISO emphasis on :

   (A) Prevention.   (B) Inspection.

   (C) Rejection.   (D) All the above.

2. ———————— is an internationally recognised Quality Management System

   (A) ISO 9001.   (B) ISO 14001.

   (C) ISO 2014.   (D) None.

3. Where was the TQM emerged ?

   (A) Japan.   (B) Germany.

   (C) India.   (D) America.

4. Ethics is a system of ———————— principles.

   (A) Moral.   (B) Guiding.

   (C) Value.   (D) None.

5. ———————— needs are need for survival.

   (A) Safety.   (B) Esteem.

   (C) Social.   (D) Physiological.

6. Two Factor Theory is also known as ————————.

   (A) Theory X and Y.   (B) Motivation Hygiene Theory.

   (C) Achievement Theory.   (D) None of these.

7. ———————— is the process of inducting an employee into the social set up of work.

   (A) Placement.   (B) Induction.

   (C) Absorption.   (D) None of these.

8. The corporate governance structure of a company reflects the individual companies' :

   (A) Cultural and economic system.   (B) Legal and business system.

   (C) Social and regulatory system.   (D) All of the above.

9. Which of the following statements best describes Corporate Social Responsibility?

   (A) A corporation's requirement to make as much profit as possible.

   (B) A corporation's obligation to society that goes beyond the requirements of the law and economics to take into account the social and environmental impact of its decisions.

   (C) A corporation's obligation to consider the impact of its decisions on the environment.

   (D) The duty of care a corporation has to its employees and customers.

10. Which of the following form part of the business case for CSR ?

   (A) Better motivated staff reduce operating costs.

   (B) Increased brand value and reputation.

   (C) The maintenance of the 'licence to operate'.

   (D) All of the options given.

11. ——————— are the principles, which govern and guide business people to perform business functions.

   (A) Business ethics.   (B) Code of conduct.

   (C) All of these.   (D) None.

12. ——————— leadership gives complete freedom to subordinates.

   (A) Authoritarian.   (B) Participative.

   (C) Free rein.   (D) None of these.

13. ——————— is considered as the primary function of management.

   (A) Organizing.   (B) Planning.

   (C) Staffing.   (D) Controlling.

14. ——————— approach of management heavily concentrates on 'People ' aspect of management.

   (A) Human relations.   (B) System.

   (C) Empirical.   (D) Management science.

15. ——————— is introduced to secure the benefits of division of labour or specialization at the supervising level under scientific management.

    (A) Operating management.   (B) Functional foremanship.

    (C) Either (A) or (B).   (D) None.

16. The main objective of ——————— study is to determine and eliminate unnecessary and wasteful movements.

    (A) Work study.   (B) Time study.

    (C) Motion study.   (D) All of these.

17. Father of Modern Management theory is ———————.

    (A) Henry Fayol.   (B) B. F.W. Taylor.

    (C) Henry Gantt.   (D) None.

18. ——————— is that phase of business enterprise that concerns itself with the overall determination of institutional objectives and the policies necessary to be followed in achieving those objectives.

    (A) Management.   (B) Administration.

    (C) Both of these.   (D) None.

19. ——————— is undertaken to find out the one best way of doing the thing

    (A) Job Analysis.   (B) Merit rating.

    (C) Job enrichment.   (D) None.

20. ——————— can be defined as the process of grouping of activities in to units and subunits for the purpose of administration.

    (A) Departmentation.   (B) Span of control.

    (C) Delegation.   (D) Centralisation.

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION
NOVEMBER 2021

B.Com.

BCM 1B 01—BUSINESS MANAGEMENT

(2017—2018 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer all questions.
Each question carries 1 mark.

Fill in the blanks :

1. ——————— means right to give orders and power to extract obedience.

2. Father of modern theory of management is ———————.

3. ——————— refers to the unbroken line of authority that exists from top executive to the lowest one.

4. Delegation grants ——————— to subordinates.

5. Staff officers are to ——————— the line officers.

Choose the correct answer :

6. Social audit is a study and evaluation of organisation's :

    (a) Profit.   (b) Contribution to social cause.

    (c) Social response.   (d) All of the above.

7. Planning is the :

    (a) First function of management.   (b) Comes after organisation.

    (c) Is like any other function.   (d) All these.

8. In functional organisation, work is divided :

    (a) According to importance.   (b) According to nature.

    (c) According to time.   (d) According to different functions.

Turn over

9. Delegation of authority is an element of :

    (a) Staffing.

    (b) Directing.

    (c) Controlling.

    (d) Organising.

10. Maslow's theory of motivation consists of :

    (a) Four stages.

    (b) Six stages.

    (c) Five stages.

    (d) Three stages.

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions.*
Each question carries 2 marks.

11. What is departmentation ?

12. What are levels of management ?

13. What are the components of planning ?

14. What is centralisation of authority ?

15. What is span of control ?

16. Explain oral communication.

17. What is delegation of authority ?

18. List out the benefits of line and staff organisation.

19. Define total quality management.

20. What do you mean by business ethics ?

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions.*
Each question carries 4 marks.

21. Why planning is essential in a business ?

22. Explain MBE.

23. What are the factors affecting span of control.

24. Explain the major assumptions of theory X and Y of motivation.

25. Describe levels of management.

26. What are the factors influencing business ethics ?

27. Explain the control techniques.

28. Planning is meaningless without control and control is aimless without planning. Discuss.

(6 × 4 = 24 marks)

Part D

*Answer any **two** questions.*
Each question carries 15 marks.

29. What are the different types of plans ?

30. State the objectives and importance of management.

31. What is MBO ? Explain the process of MBO.

(2 × 15 = 30 marks)

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(2016 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer all the questions.
Each question carries 1 mark.

1. Lower level management functions include ———————.

    (a) Plan for a day or week.   (b) Issue instructions to the employees.

    (c) Allotment of work to the workers. (d) All of these.

2. Planning is not ———————.

    (a) Futuristic.   (b) Pervasive.

    (c) Intellectual process.   (d) None of these.

3. ——————— is an operational guide to action.

    (a) Policy.   (b) Procedures.

    (c) Strategy.   (d) Rules.

4. Following is an example of Hygiene factor :

    (a) Achievement.   (b) Responsibility.

    (c) Recognition.   (d) Company policy and administration.

5. This theory emphasis on the co-operative endeavor of management and employees.

    (a) Two factor theory.   (b) Theory 'X'.

    (c) Theory 'Y'.   (d) None of these.

6. In ——————— style a manager centralizes decision-making power and authority in him.

7. ——————— is the obligation of a subordinate to perform duty as required by his superior.

Turn over

8. ———————— is the process of guiding the subordinates towards achieving the enterprise goals.

9. ———————— principle states that an employee should receive orders from one superior only.

10. ———————— determines the number of subordinates a superior can effectively manage.

<div align="right">(10 × 1 = 10 marks)</div>

Part B

*Answer any **eight** questions.*
Each question carries 2 marks.

11. Planning is pervasive. Explain.

12. What is organizing ?

13. What do you mean by management by exception ?

14. What is espirit de corps ?

15. What is delegation of authority ?

16. What is authority ?

17. What is meant by internal sources of recruitment?

18. What is placement ?

19. What do you mean by ethical standards ?

20. What is scalar chain ?

<div align="right">(8 × 2 = 16 marks)</div>

Part C

*Answer any **six** questions.*
Each question carries 4 marks.

21. What is MBO ? Explain the steps in MBO.

22. What is functional organization ? Explain merits and demerits.

23. Explain the need for decentralization in a business organization.

24. What are the steps in selection process ? Explain .

25. Explain Herzberg's two factor theory.

26. State the importance of controlling function of management.

27. Briefly explain the principles of business ethics.

28. What are the merits and demerits of internal sources of recruitment ?

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*
Each question carries 15 marks.

29. Discuss the various functions which constitute the process of management.

30. What is motivation ? Discuss Maslow's concept of need hierarchy theory.

31. Explain the principles of scientific management.

(2 × 15 = 30 marks)

D 12433-A

Name..

Reg. No....................................

FIRST SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION NOVEMBER 2021

B.Com.

BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(2016 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

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BCM 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(Multiple Choice Questions for SDE Candidates)

1. Father of Modern Management theory is ——————.

   (A) Henry Fayol.

   (B) F.W.Taylor.

   (C) Henry Gantt.

   (D) None.

2. Management can be considered as ——————.

   (A) Exact science.

   (B) Inexact science.

   (C) Psuedo science.

   (D) (B) or (C).

3. —————— is undertaken to find out the one best way of doing the thing.

   (A) Job Analysis.

   (B) Merit rating.

   (C) Job enrichment.

   (D) None.

4. According to —————— principle, each group of activities with the same objective must have one head and one plan.

   (A) Unity of Direction.

   (B) Unity of command.

   (C) Either of these.

   (D) None.

5. The Book "Functions of Executive" was written by ——————.

   (A) P.F. Drucker.

   (B) Chester Barnard.

   (C) Herbert Simon.

   (D) None.

6. —————— school of Management recognizes the existence of a centralized body of knowledge for the Management.

   (A) System approach.

   (B) Empirical.

   (C) Contingency.

   (D) Operational.

7. ——————— developed the "Need Hierarchy Theory" to explain human behaviour within an organization.

    (A) A.H.Maslow.   (B) Douglas Mc. Gregor.

    (C) Herzberg.   (D) Rensis Likert.

8. Theory X and Theory Y was developed by ———————.

    (A) A.H.Maslow.   (B) Douglas Mc. Gregor.

    (C) Herzberg.   (D) Rensis Likert.

9. ——————— has given the concept of administrative man as the model for decision-making.

    (A) A.H.Maslow.   (B) Douglas Mc. Gregor

    (C) Herzberg.   (D) Herbert Simon.

10. Motivation Hygiene theory was developed by ———————.

    (A) A.H.Maslow.   (B) Herbert Simon.

    (C) Herzberg.   (D) Rensis Likert.

11. A superior cannot delegate :

    (A) Authority.   (B) Responsibility.

    (C) Duty.   (D) None of these.

12. ——————— are certain assumptions about the future on the basis of which the plan will be formulated.

    (A) Programmes.   (B) Planning premises.

    (C) Planning issues.   (D) Procedures.

Turn over

13. Authority flows from :

    (A) Top to Bottom.   (B) Bottom to top.

    (C) Horizontally.   (D) All of these.

14. In ————— type of organization, workers receive instructions from various specialists.

    (A) Line.   (B) Functional.

    (C) Informal.   (D) None.

15. ————— is an example of internal source of recruitment.

    (A) Advertisement.   (B) Trade unions.

    (C) Employment exchange.   (D) Promotion.

16. ————— means issuing orders, instructions and commands.

    (A) Directing.   (B) Unity of command.

    (C) Authority.   (D) All of these.

17. Achievement Theory is concerned with —————.

    (A) Affiliation.   (B) Power.

    (C) Achievement.   (D) All of these.

18. ————— is vested with negative motivation.

    (A) Achievement Theory.   (B) Theory X.

    (C) Theory Y.   (D) All of these.

19. ————— Communication is also known as Grape wine.

    (A) Formal.   (B) Informal.

    (C) Lateral.   (D) None of these.

20. MBO gives emphasis on —————.

    (A) Top management.   (B) Middle management.

    (C) Objectives.   (D) Lower management.