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Name.....

Reg. No.....

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(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.

BBA 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. The scarcity (New) definition is suggested by :

(A) A.C. Pigou.	(B) Lionel Robbins.
(C) Adam Smith.	(D) Alfred Marshall.

3. The author of the book “The General Theory of Employment, Interest and Money”.

(A) Alfred Marshall.	(B) Adam Smith.
(C) J.M. Keynes.	(D) A.C. Pigou.

4. Economics was classified into micro and macro by :

(A) Ragnar Frisch.	(B) Adam Smith.
(C) J.M. Keynes.	(D) A.C. Pigou.

5. _____ is micro economic theory.

(A) Demand theory.	(B) Price theory.
(C) Income theory.	(D) None of these.

6. The techniques of optimization include :

(A) Marginal analysis.	(B) Calculus.
(C) Linear programming.	(D) All of the above.

7. Analysis of long run and short run affects of decisions on revenue as well as costs is based on :

(A) Principle of time perspective.	(B) Equi-marginal principle.
(C) Incremental principle.	(D) None of these.

8. In economics, desire backed by purchasing power is known as :
- (A) Utility. (B) Demand.
(C) Consumption. (D) Scarcity.
9. _____ is known as the 'first law in market'.
- (A) Law of supply. (B) Law of consumption.
(C) Law of demand. (D) Law of production.
10. The change in demand due to change in price only, where other factors remaining constant, it is called _____.
- (A) Shift in demand. (B) Extension of demand.
(C) Contraction of demand. (D) Both extension and contraction.
11. When the demand changes due to changes in other factors, like taste and preferences, income, price of related goods etc..., it is called :
- (A) Extension of demand. (B) Contraction of demand.
(C) Shift in demand. (D) None of these.
12. Demand for milk, sugar, tea for making tea, is an example of :
- (A) Composite demand. (B) Derivative demand.
(C) Joint demand. (D) Direct demand.
13. 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.
14. In the case of perfect elasticity, the demand curve is :
- (A) Vertical. (B) Horizontal.
(C) Flat. (D) Steep.

15. In the case of unitary elastic demand, the shape of demand curve is :
- (A) Vertical line. (B) Horizontal line.
(C) Rectangular hyperbola. (D) Steep.
16. Under which method, the cost is added with the predetermined target rate of return on capital invested ?
- (A) Cost plus pricing. (B) Target pricing.
(C) Mark up pricing. (D) None of these.
17. Cinema Theater, telephone bills etc.. are following :
- (A) Full cost pricing. (B) Marginal cost pricing.
(C) Differential pricing. (D) Mark up pricing.
18. The pricing of cup of tea or coffee, is an example of :
- (A) Mark up pricing. (B) Marginal cost pricing.
(C) Conventional pricing. (D) Cost plus pricing.
19. Information for pricing decisions involves:
- (A) Product information. (B) Market information.
(C) Information at the micro level. (D) All of these.
20. The implication of the kinked demand curve is reflected in a discontinuity in the :
- (A) Marginal revenue curve. (B) Marginal cost curve.
(C) Total revenue curve. (D) Total cost curve.

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020
(CUCBCSS)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Decision-making and _____ are the two important functions of executives of business firms.
 - a) Forward planning.
 - b) Directing.
 - c) Supervising.
 - d) Administration.
2. Managerial economics is also called :
 - a) Microeconomics.
 - b) Theory of the firm.
 - c) Economics of the firm.
 - d) All of the above.
3. _____ is known as the “first law in market”.
 - a) Law of supply.
 - b) Law of consumption.
 - c) Law of demand.
 - d) Law of production.
4. Which is not a property of Isoquants ?
 - a) Downward sloping.
 - b) Convex.
 - c) Negative slope.
 - d) Positive slope.
5. Which is/are the salient features of monopolistic competition ?
 - a) Large number of sellers.
 - b) Normal profit.
 - c) Free entry and exit of firms in industry.
 - d) All of these.

Turn over

Fill in the blanks :

6. In economics, desire backed by purchasing power is known as _____.
7. Law of demand shows the functional relationship between _____ and quantity demanded.
8. During boom the Central Bank _____ the interest rates.
9. Policy of the government regarding taxation and public expenditure is _____ policy.
10. _____ goods are exception to law of demand.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. What is demand analysis ?
12. What are economies of scale ?
13. What is demand ?
14. What is trade cycle ?
15. What is elasticity of demand ?
16. What is market demand ?
17. What do you mean by forward planning ?
18. What do you mean by managerial economics ?
19. What is monopoly ?
20. What is market ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the uses of managerial economics ?
22. What are the importances of elasticity of demand ?
23. What are the steps in demand estimation ?
24. Explain the qualities of good demand forecasting.

25. What are the differences between economics and managerial economics ?
26. What are the characteristics of a business cycle ?
27. What are the important areas of decision-making ?
28. What are the different types of income elasticity ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. What is perfect competition ? Explain the features of perfect competition.
30. Explain the economies and diseconomies of scale.
31. What do you mean by trade cycles ? Explain the different phases of trade cycles.

(2 × 15 = 30 marks)

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**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CBCSS)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019 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 Perfect competition ?
2. What is Marginal Utility ?
3. Define Marginal Cost.
4. What is Law of Demand ?
5. What is discounting ?
6. What is meant by managerial economics ?
7. What is demand function ?
8. What do you mean by income elasticity of demand ?
9. Define average revenue.
10. What is value maximization ?
11. State the meaning of isoquant.
12. What do you mean by sales maximization ?
13. What is business forecasting ?
14. Write a note on variable cost ?
15. What is price leadership ?

(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. Explain different types of elasticity.
17. What are the diseconomies of large scale operation ?
18. Describe about the law of supply.
19. Explain the relationship between average revenue and marginal revenue.
20. Define managerial economics and explain the scope of managerial economics.
21. What are the features of perfect competition ?
22. Explain kinked demand curve.
23. What is oligopoly ? Explain its features.

(5 × 6 = 30 marks)

Section C

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

24. Briefly explain demand. What are the determinants of demand ?
25. What is monopolistic competition ? Explain the features of monopolistic competition.
26. State the meaning and objective of managerial economics. Examine value maximization and sales maximization principle.
27. The most we can say about the Demand Curve is that it slopes down unless it slopes up. Discuss.

(2 × 10 = 20 marks)

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020****(CBCSS)****B.B.A.****BBA 1C 01—MANAGERIAL ECONOMICS****(2019 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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BBA 1C 01—MANAGERIAL ECONOMICS
(Multiple Choice Questions for SDE Candidates)

1. _____ is known as father of economics.
(A) Marshal. (B) Robins.
(C) Adam Smith. (D) A. C. Pigou.
2. Welfare (neo-classical) definition of economics is given by :
(A) J. B. Say. (B) Lionel Robbins.
(C) Adam Smith. (D) Alfred Marshall.
3. _____ principle is closely related to the marginal costs and marginal revenue of economic theory.
(A) Principle of time perspective. (B) Equi-marginal principle.
(C) Incremental principle. (D) None of these.
4. 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.
5. 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.
6. Fixed cost per unit increases when :
(A) Volume of production decreases. (B) Volume of production increases.
(C) Variable cost per unit decreases. (D) None of these.
7. _____ refers to the quantity of a good or service that producers are willing and able to sell during a certain period under a given set of conditions.
(A) Supply. (B) Demand.
(C) Price. (D) Production.

8. _____ a statement in the form of a table that shows the different quantities of a commodity that a firm or a producer offers for sale in the market at different prices.
- (A) Supply schedule. (B) Production schedule.
(C) Demand schedule. (D) Price schedule.
9. Business Economics is also known as _____.
- (A) Managerial Economics.
(B) Economics for Executives.
(C) Economic analysis for business decisions.
(D) All the above.
10. Managerial utility function is expressed as :
- (A) $U = S(S, M, I)$. (B) $U = S(S, M)$.
(C) $U = f(S, M, I)$. (D) $U = F(S, M, I)$.
11. A recession is :
- (A) A period of declining unemployment.
(B) A period of declining prices.
(C) A period during which aggregate output declines.
(D) A period of very rapidly declining prices.
12. _____ is economic theory used in business whereas _____ is economics theory used in business and non-business organization.
- (A) Micro economics, macro economics.
(B) Business economics, managerial economics.
(C) Positive economics and normative economics.
(D) None of these.
13. Want satisfying power of commodity is called :
- (A) Demand. (B) Utility.
(C) Satisfaction. (D) Consumption.

14. _____ means an attempt to determine the factors affecting the demand of a commodity or service and to measure such factors and their influences.
- (A) Demand planning. (B) Demand forecasting.
(C) Demand analysis. (D) Demand estimation.
15. Basic assumptions of law of demand include :
- (A) Prices of other goods should change.
(B) There should be substitute for the commodity.
(C) The commodity should not confer any distinction.
(D) The demand for the commodity should not be continuous.
16. When the quantity demanded of a commodity rises due to a fall in price, it is called :
- (A) Extension. (B) Upward shift.
(C) Downward shift. (D) Contraction.
17. Demand for milk, sugar, tea for making tea, is an example of :
- (A) Composite demand. (B) Derivative demand.
(C) Joint demand. (D) Direct demand.
18. 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.
19. Selling cost is the feature of the market form :
- (A) Monopoly. (B) Monopolistic competition.
(C) Oligopoly. (D) None of these.
20. In economics _____ means 'a state of rest' or 'stability'.
- (A) Depression. (B) Equilibrium.
(C) Maturity. (D) Growth.

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS)

B.B.A.

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Questions)

*Answer all ten questions.
Each question carries 1 mark.
Choose the correct answer.*

1. _____ 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 Follett.
 - (d) None of these.
2. _____ is the process of identifying and grouping of work to be performed.
 - (a) Organizing.
 - (b) Staffing.
 - (c) Division of labour.
 - (d) Planning.
3. _____ is the activity of influencing people to strive willingly for a group of objectives.
 - (a) Motivation.
 - (b) Leadership.
 - (c) Communication.
 - (d) None of these.
4. _____ Leadership gives complete freedom to subordinates.
 - (a) Authoritarian.
 - (b) Participative.
 - (c) Free rein.
 - (d) None of these.
5. _____ is a process that allows people to make decisions based on their deeper values which will be economically, socially and environmentally sound.
 - (a) Holistic approach.
 - (b) Ethics management.
 - (c) Code of conduct.
 - (d) None of these.

Turn over

Fill in the blanks :

6. _____ developed the “Need Hierarchy Theory” to explain human behaviour within an organization.
7. _____ developed the concept of Management by Objectives.
8. Concentration of authority of decision-making at top levels of management is known as _____
9. A _____ is a buzz word to employees to observe ethical norms and forms the basis for rules of conduct.
10. _____ represent an individual’s highest priorities and deeply held driving forces.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. Define Organising.
12. Define Ethics.
13. Define co-ordination.
14. Define Planning.
15. Define Leadership.
16. What is selection ?
17. What do you understand by line organisation ?
18. What is span of control ?
19. Define Staffing.
20. Define Values.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Explain the role of organisation culture in ethics.
22. What are the features of planning ?

23. What are the styles of leadership ?
24. What are the important features of business ethics ?
25. What are the steps in organising ?
26. What are the techniques of direction ?
27. Explain the features of co-ordination.
28. Describe the steps in controlling.

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. Explain the planning process.
30. Describe the nature and importance of leadership.
31. What do you understand by management? Explain the nature of management.

(2 × 15 = 30 marks)