

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.B.A.

BBA 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.

## 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) AC 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. The income elasticity of demand is negative for a :
  - (A) Positive good.
  - (B) Normal good.
  - (C) Elastic good.
  - (D) Inferior good.
4. Basic economic tools of managerial economics does not include :
  - (A) Principle of time perspective.
  - (B) Equi-marginal principle.
  - (C) Incremental principle.
  - (D) None of these.
5. Two goods that are used jointly to provide satisfaction are called :
  - (A) Inferior goods.
  - (B) Normal goods.
  - (C) Complementary goods.
  - (D) Substitute goods.
6. If the income and substitution effect of a price increase works in the same direction the good whose price has changed is a :
  - (A) Giffen goods.
  - (B) Inferior goods.
  - (C) Normal goods.
  - (D) Superior.
7. Managerial utility function is expressed as :
  - (A)  $U = S(S, M, I)$ .
  - (B)  $U = S(S, M)$ .
  - (C)  $U = f(S, M, I)$ .
  - (D)  $U = F(S, M, I)$ .

8. Inflation is :
- (A) A decrease in the overall level of economic activity.
  - (B) An increase in the overall level of economic activity.
  - (C) An increase in the overall price level.
  - (D) A decrease in the overall price level.
9. Opportunity cost means :
- (A) The accounting cost minus the marginal benefit.
  - (B) The highest-valued alternative forgone.
  - (C) The monetary costs of an activity.
  - (D) The accounting cost minus the marginal cost
10. Demand for milk, sugar, tea for making tea, is an example of :
- (A) Composite demand.
  - (B) Derivative demand.
  - (C) Joint demand.
  - (D) Direct demand.
11. Perfect elasticity is known as :
- (A) Finite elastic.
  - (B) Infinite elastic.
  - (C) Unitary elastic.
  - (D) Zero elastic.
12. 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.
13. Marginal utility curve of a given consumer is also his :
- (A) Indifference curve.
  - (B) Total utility curve.
  - (C) Demand curve.
  - (D) Supply curve.
14. A demand curve which takes the form of horizontal line parallel to quantity axis illustrates elasticity which is :
- (A) Zero.
  - (B) Infinite.
  - (C) Greater than one.
  - (D) Less than one.

15. The elasticity of demand for a product will be higher :
- (A) The more available are substitutes for that product.
  - (B) The more its buyers demand loyalty.
  - (C) The more the product is considered a necessity by its buyers.
  - (D) All of the above.
16. The law of diminishing returns only applies in cases where :
- (A) There is increasing scarcity of factors of production.
  - (B) The price of extra units of a factor is increasing.
  - (C) There is at least one fixed factor of production.
  - (D) Capital is a variable input.
17. When the total product curve is falling, the :
- (A) Marginal product of labour is zero.
  - (B) Marginal product of labour is negative.
  - (C) Average product of labour is increasing.
  - (D) Average product of labour must be negative.
18. Surplus is a condition of :
- (A) Excess supply.
  - (B) A deficiency in supply.
  - (C) Market equilibrium.
  - (D) Excess demand.
19. Firms under perfectly competitive markets generally are :
- (A) Price makers.
  - (B) Price givers.
  - (C) Price taker.
  - (D) None of these.
20. The concept of monopsony was invented by :
- (A) Marshall.
  - (B) AP. Learner.
  - (C) Chamberlin.
  - (D) Mrs. J. Robinson.

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following.*

*Each question carries 2 marks.*

1. Define Sunk cost.
2. What is Substitution effect ?
3. What is Unit elasticity of demand ?
4. Define kinked demand curve.
5. What is Giffen Paradox ?
6. What is meant by Duopoly ?
7. What are strategies of pricing of new products ?
8. What is meant by principle of Contribution ?
9. Briefly explain the importance of the law of demand.
10. What is meant by diseconomies of scale ?
11. What is shut down point ?
12. What is meant by price leadership ?
13. Define Perfect competition.
14. Define cardinal utility.
15. What are the objectives of managerial economics ?

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

**Turn over**

**Part B**

*Answer the following.*

*Each question carries 5 marks.*

16. What are the various exceptions to the law of demand ?
17. Explain various methods to determine the prices of products and services.
18. What is meant by monopoly ? Explain and illustrate diagrammatically the long-run equilibrium of the monopoly firm.
19. What is penetration price strategy ? Under what circumstances a firm shall adopt this strategy ?
20. Draw a supply curve and show the extension and contraction of supply.
21. Briefly explain the assumptions of Baumols' Model of Sales Revenue Maximization.
22. What are the factors determining the cost of production ?
23. Define Demand Estimation. What are the steps involved in Demand Estimation ?

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

**Part C**

*Answer any two questions.*

24. Explain and illustrate diagrammatically Law of Diminishing Returns (Law of Variable Proportions) and its assumptions.
25. Briefly explain different quantitative methods used for forecasting.
26. Discuss various principles of managerial economics with examples.
27. Define Cross elasticity of demand. Briefly explain the importance and types of cross elasticity of demand.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.B.A.

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(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.

## BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(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. \_\_\_\_\_ 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 tire best and cheapest way”.  
(A) Henry Fayol. (B) F.W. Taylor.  
(C) Mary parker Follet. (D) None of these.
3. The principle of Unity of command is contrary to Taylors \_\_\_\_\_.  
(A) Rule of thumb. (B) Unity of Direction.  
(C) Functional foremanship. (D) None of these.
4. Everything which goes to increase the importance of sub-ordinates role is \_\_\_\_\_.  
(A) Decentralization. (B) Centralization.  
(C) Either A or B. (D) None.
5. Koontz and O'Donnel are the advocates of \_\_\_\_\_ approach to management.  
(A) System approach. (B) Empirical.  
(C) Contingency. (D) Operational.
6. \_\_\_\_\_ approach of management heavily concentrates on 'People' aspect of management.  
(A) Human relations. (B) System.  
(C) Empirical. (D) Management science.
7. \_\_\_\_\_ 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 book "Practice of Management" was written by \_\_\_\_\_.
- (A) Henry Fayol. (B) F.W.Taylor.  
(C) C.K. Prahalad. (D) Peter F. Drucker.
17. MBO stands for :
- (A) Management of Business Objectives.  
(B) Management By Objectives.  
(C) Managing Business Operations.  
(D) None of these.
18. \_\_\_\_\_ is the process of identifying and grouping of work to be performed.
- (A) Organizing. (B) Staffing.  
(C) Division of labour. (D) Planning.
19. \_\_\_\_\_ is a sequence of activities to be undertaken for implementing the policies and achieving the objectives of an enterprise.
- (A) Procedures. (B) Programme.  
(C) Rule. (D) Plans.
20. \_\_\_\_\_ is an organizational structure which clearly defines duties, responsibilities, and authority.
- (A) Formal. (B) Informal.  
(C) Natural. (D) None of these.

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.B.A.

BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following questions.*

*Each question carries 2 marks.*

1. What are tactical plans ?
2. What is meant by co-ordination ?
3. What do you mean by an ethical dilemma ?
4. What do you mean by job specification ?
5. What is meant by Line and Staff Organisation ?
6. What is meant by time study and motion study ?
7. Explain how promotion is different from a transfer.
8. What is meant by the Unity of command principle ?
9. List out any four roles of the top-level management.
10. What is meant by Scalar Chain ?
11. What do you mean by an informal organization ?
12. What is meant by CSR ?
13. What do you mean by work ethos or work culture ?
14. What do you mean by authority and responsibility?
15. What are planning premises ?

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

**Turn over**

**Part B**

*Answer the following questions.*

*Each question carries 5 marks.*

16. What do you mean by centralization and decentralization ?
17. Explain any five types of plans.
18. Explain the nature or characteristics of management.
19. List out the criticisms of scientific management or approach.
20. What are the various benefits of TQM ?
21. Write a short note on Corporate Governance.
22. List out the characteristics or features of controlling.
23. Write a note on MBO.

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

**Part C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What do you mean by selection ? Explain the various steps or the stages of the selection process.
25. What is meant by lean management ? List out its principles and benefits.
26. What are the ten manager's roles as defined by Henry Mintzberg ?
27. What are the various features of directing ? Also, list out the basic principles of direction.

(2 × 10 = 20 marks)

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

B.B.A.

BBA 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.

## 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. If the income elasticity of demand is that one, the good is a :  
(A) Necessity. (B) Luxury.  
(C) Substitute. (D) Complement.
3. 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.
4. If the income and substitution effect of a price increase works in the same direction the good whose price has changed is a :  
(A) Giffen goods. (B) Inferior goods.  
(C) Normal goods. (D) Superior.
5. 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.
6. \_\_\_\_\_ for a product is a statement of the relation between the quantity supplied and all factors affecting that quantity.  
(A) Market demand function. (B) Production function.  
(C) Market supply function. (D) All of the above.
7. \_\_\_\_\_ 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.

8. Business Economics is also known as \_\_\_\_\_.
- (A) Managerial Economics.
  - (B) Economics for Executives.
  - (C) Economic analysis for business decisions.
  - (D) All the above.
9. Demand for milk, sugar, tea for making tea, is an example of :
- (A) Composite demand.                      (B) Derivative demand.
  - (C) Joint demand.                              (D) Direct demand.
10. In the case of perfect elasticity, the demand curve is :
- (A) Vertical.                                      (B) Horizontal.
  - (C) Flat.    (D) Steep.
11. The utility of a commodity is :
- (A) Its expected social value.              (B) The extent of its practical use.
  - (C) Its relative scarcity.                      (D) The degree of its fashion.
12. The relationship between demand for a commodity and price, ceteris paribus, is :
- (A) Negative.                                      (B) Positive.
  - (C) Non-negative.                              (D) Non-positive.
13. Consider a demand curve which takes the form of a straight line cutting both axes. Elasticity at the mid-point of the line would be :
- (A) Zero.    (B) One infinite.
  - (C) Infinite.    (D) Cannot be calculated.
14. The elasticity of demand for a product will be higher :
- (A) The more available are substitutes for that product.
  - (B) The more its buyers demand loyalty.
  - (C) The more the product is considered a necessity by its buyers.
  - (D) All of the above.

15. The law of diminishing returns only applies in cases where :
- (A) There is increasing scarcity of factors of production.
  - (B) The price of extra units of a factor is increasing.
  - (C) There is at least one fixed factor of production.
  - (D) Capital is a variable input.
16. When the total product curve is falling, the :
- (A) Marginal product of labour is zero.
  - (B) Marginal product of labour is negative.
  - (C) Average product of labour is increasing.
  - (D) Average product of labour must be negative.
17. The effect on sales of an increase in price is a decrease in :
- (A) The quantity demanded.
  - (B) Demand.
  - (C) Supply.
  - (D) The quantity supplied.
18. Firms under perfectly competitive markets generally are :
- (A) Price makers.
  - (B) Price givers.
  - (C) Price taker.
  - (D) None of these.
19. The architect of the theory of monopolistic competition :
- (A) Rosenstein Roden.
  - (B) J.R. Hicks.
  - (C) Karl Marx.
  - (D) Chamberlin.
20. A cost that has already been committed and cannot be recovered known as :
- (A) Sunk cost.
  - (B) Total cost.
  - (C) Full cost.
  - (D) Variable cost.

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

**B.B.A.**

**BBA 1C 01 MANAGERIAL ECONOMICS**

*(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 do you mean by Law of diminishing marginal utility ?
2. Define Implicit Cost.
3. What is collusive oligopoly ?
4. What is discounting principle ?
5. Define Market demand curve.
6. What is meant by going rate pricing ?
7. State the law of supply.
8. What is Giffen Paradox ?
9. What is meant by diseconomies of scale ?
10. What is Arc elasticity ?
11. What is shut down point ?
12. What are the characteristics of Managerial Economics ?
13. Define skimming pricing policy.
14. Distinguish between autonomous demand and derived demand.
15. Explain the relationship between total cost and marginal cost.

(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. Define Business cycle. Briefly explain different types of business cycle.
17. What are the uses of elasticity in analysing demand ?
18. Explain the scope of managerial economics.
19. What is penetration price strategy ? Under what circumstances a firm shall adopt this strategy ?
20. How does the equilibrium of a firm under perfect competition differ from that of monopolistic competition ?
21. What are the various exceptions to the law of demand ?
22. Define Price leadership. What are the different types of price leadership ?
23. What are the factors determining the cost of production ?

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What is meant by monopoly ? Explain and illustrate diagrammatically the short-run and long-run equilibrium of the monopoly firm.
25. Define price elasticity of demand. Explain different types of price elasticity with the help of diagram.
26. Define Managerial Economics. Discuss the importance and objectives of managerial economics.
27. Explain the cost-output relationship in the Long-Run and Short-Run.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021****B.B.A.****BBA 1B 01—MANAGEMENT THEORY AND PRACTICES****(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.

## BBA 1B 01—MANAGEMENT THEORY AND PRACTICES

(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. According to functional foremanship, the speed boss, Inspector, foreman and gang boss are entrusted with the \_\_\_\_\_ aspect of work.
  - (A) Planning.
  - (B) Organizing.
  - (C) Doing.
  - (D) None of these.
3. The principle of Unity of command is contrary to Taylors \_\_\_\_\_.
  - (A) Rule of thumb.
  - (B) Unity of Direction.
  - (C) Functional foremanship.
  - (D) None of these.
4. The Book “ Functions of Executive” was written by \_\_\_\_\_.
  - (A) P.F. Drucker.
  - (B) Chester Barnard.
  - (C) Herbert Simon.
  - (D) None.
5. The author of the famous book “General and Industrial Management” is \_\_\_\_\_.
  - (A) Henry Fayol.
  - (B) F.W. Taylor.
  - (C) Henry Gantt.
  - (D) None.
6. Authority and responsibility are \_\_\_\_\_ to each other.
  - (A) Supplementary.
  - (B) Complementary.
  - (C) Contradictory.
  - (D) None.
7. According to \_\_\_\_\_ principle, there should always exist one head and one plan for a group of activities having the same objective.
  - (A) Unity of direction.
  - (B) Unity of command.
  - (C) Esprit de corps.
  - (D) None.

16. \_\_\_\_\_ is a situation where a moral conflict arises.
- (A) Ethical issues. (B) Conflicts.  
(C) Demotivation. (D) None of these.
17. \_\_\_\_\_ is an approach to creating continuous improvement based on the idea that small, ongoing positive changes.
- (A) TQM. (B) BPR.  
(C) Kaizen. (D) Lean Management.
18. \_\_\_\_\_ represent an individual's highest priorities and deeply held driving forces.
- (A) Values. (B) Principles.  
(C) Culture. (D) Ethics.
19. A \_\_\_\_\_ is a written document, inspirational in contents and specify clearly what is acceptable or unacceptable behavior at workplace and beyond, when the employees represent their organizations outside.
- (A) Code of conduct. (B) Business Ethics  
(C) All of these. (D) None of these
20. \_\_\_\_\_ is a set of values, beliefs, goals, norms and ways of solving problems by the members of the organization.
- (A) Corporate culture. (B) Organizational culture.  
(C) Both of these. (D) None of these.

**D 12582**

(Pages : 2)

Name.....

Reg. No.....

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

**B.B.A.**

**BBA 1B 01—MANAGEMENT THEORY AND PRACTICES**

(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 man power planning ?
2. What is a budget ?
3. What is TQM ?
4. What do you mean by departmentation ?
5. What is meant by the Unity of Direction principle ?
6. What do you mean by Functional Foremanship ?
7. What is meant by business ethics ?
8. List out any four features of planning.
9. Define management.
10. What is meant by Corporate Governance ?
11. What do you mean by promotion and transfer ?
12. What is meant by Line organization ?
13. What is job analysis ?
14. What do you mean by training ?
15. What is lean management ?

(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 the various steps involved in the control process ?
17. Explain the various techniques of scientific management.
18. List out the merits and demerits of the Bureaucratic approach or Bureaucracy.
19. Explain any five external sources of recruitment.
20. Write a note on the levels of management.
21. What are the basic principles of Indian Ethos for Management ?
22. Explain any five factors that affect or influence the Span of Control.
23. Write a short note on Business Process Re-engineering.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Explain the various types of plans. Also, discuss the planning process.
25. Explain the three types of theories covered under the modern approach to management.
26. What do you mean by centralization and decentralization ? List out its benefits and limitations.
27. What do you mean by staffing ? What are the various factors affecting staffing ?

(2 × 10 = 20 marks)

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

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2016—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.

## BBA 1C 01—MANAGERIAL ECONOMICS

(Multiple Choice Questions for SDE Candidates)

1. The famous book on economics “An Enquiry into the Nature and Cause of Wealth of Nation” was Written by :
  - (A) Alfred Marshall.
  - (B) Adam Smith.
  - (C) J. M. Keynes.
  - (D) A. C. Pigou.
2. The scarcity(New) definition is suggested by :
  - (A) A.C. Pigou.
  - (B) Lionel Robbins.
  - (C) Adam Smith.
  - (D) Alfred Marshall.
3. Which is the characteristics of managerial economics ?
  - (A) Deals with both micro and macro aspects.
  - (B) Both positive and normative science.
  - (C) Deals with theoretical aspects.
  - (D) Deals with practical aspects.
4. Managerial economics is also called :
  - (A) Micro economics.
  - (B) Theory of the firm.
  - (C) Economics of the firm.
  - (D) All of the above.
5. Which of the following is included in specific functions of managerial economists ?
  - (A) Economic analysis of competing companies.
  - (B) Advice on pricing problems of industry.
  - (C) Environmental forecasting.
  - (D) All of the above.
6. Which of the following is not a function of managerial economist ?
  - (A) Analysis of under developed economies.
  - (B) Capital project appraisal.
  - (C) Advice on primary commodities.
  - (D) None of these.



14. \_\_\_\_\_ forecasting is more important from managerial view point as it helps the management in decision making with regard to the firms demand and production.
- (A) Macro level. (B) Industry level.  
(C) Firm level. (D) None of these.
15. Purposes of Short term Demand forecasting doesn't includes :
- (A) Deciding suitable price policy.  
(B) Setting correct sales target on the basis of future demand.  
(C) Forecasting short term financial requirements.  
(D) None of these.
16. Method of charging low price initially called \_\_\_\_\_.
- (A) Skimming. (B) Penetrating.  
(C) Full cost pricing. (D) Target pricing.
17. Which one of the following is an internal factor influencing pricing ?
- (A) Demand. (B) Competition.  
(C) Distribution channel. (D) Product life cycle.
18. \_\_\_\_\_ provide guidelines to carry out \_\_\_\_\_.
- (A) Pricing strategies, pricing policies. (B) Pricing policies, pricing strategies.  
(C) Pricing rules, pricing policies. (D) Pricing rules, pricing strategies.
19. Which is the reason of skimming price ?
- (A) Inelastic demand. (B) Diversion of market.  
(C) Safer price policy. (D) All of these.
20. Production may be defined as an act of :
- (A) Creating utility. (B) Earning profit.  
(C) Destroying utility. (D) Providing services.

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

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2016—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

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

A) Choose the correct answer :

- 1 The income elasticity of demand is negative for a:
  - a) Positive good.
  - b) Normal good.
  - c) Elastic good.
  - d) Inferior good.
- 2 Which cost is more useful for decision-making ?
  - a) Opportunity cost.
  - b) Sunk cost.
  - c) Historical cost.
  - d) None of these.
- 3 The basic economic problem is the problem of :
  - a) Abundance of resources.
  - b) Scarcity of resources.
  - c) Human resources.
  - d) None of the above.
- 4 A recession is :
  - a) A period of declining employment.
  - b) A period of declining prices.
  - c) A period during which aggregate output declines.
  - d) A period of very rapidly declining prices.

**Turn over**

- 5 Production function is :
- a) Purely an economic relationship between inputs and outputs.
  - b) Purely a technical relationship between inputs and outputs.
  - c) Both (a) & (b)
  - d) None of the above.

B. Fill in the blanks :

- 6 The macro economic theory is also called \_\_\_\_\_.
- 7 Iso-cost line indicates the price of \_\_\_\_\_.
- 8 \_\_\_\_\_ cost represents the total of explicit and implicit costs.
- 9 Under the perfect competition, \_\_\_\_\_ curve is U-shaped.
- 10 Want satisfying power of a commodity is called \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part B (Short Answer Questions)**

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

- 11 What is optimization ?
- 12 What do you mean by cross demand ?
- 13 What is average revenue ?
- 14 What is stagflation ?
- 15 What do you mean by producers surplus ?
- 16 What is an indifference curve ?
- 17 Define economic costs.
- 18 What do you mean by long-run demand forecasting ?
- 19 What is cost-function ?
- 20 What is price dumping ?

(8 × 2 = 16 Marks)

**Part C (Short Essay Questions)**

*Answer any **six** questions.*

*Each question carries 4 marks.*

- 21 Why demand curve is downward slopping ?
- 22 Write up the assumptions of Iso-quant curves.
- 23 Why business forecasting is more important to business ?
- 24 Explain the features of oligopoly.
- 25 State the different forms of internal diseconomies.
- 26 What are the criteria of a good demand forecasting method ?
- 27 Describe the practical importance of elasticity of demand.
- 28 Write a note on Cobb Douglas production function.

(6 × 4 = 24 marks)

**Part D (Essay Questions)**

*Answer any **two** questions.*

*Each question carries 15 marks.*

- 29 Define managerial economics. Explain the factors affecting managerial economics.
- 30 Explain the main causes of trade cycles and examine the possible remedies to check them
- 31 How pricing decisions are taken under perfect competition in short run and long run ?

(2 × 15 = 30 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021****B.B.A.****BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS****(2016—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.

## BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(Multiple Choice Questions for SDE Candidates)

1. The principles of scientific Management were more concerned with the problems at the \_\_\_\_\_ levels.
  - (A) Higher levels.
  - (B) Middle.
  - (C) Operating.
  - (D) None.
2. \_\_\_\_\_ suggests that each communication going up or coming down must flow through each position in the line of authority.
  - (A) Communication Pattern.
  - (B) Horizontal communications.
  - (C) Scalar chain.
  - (D) None of these.
3. 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.
4. \_\_\_\_\_ approach of management heavily concentrates on 'People' aspect of management.
  - (A) Human relations.
  - (B) System.
  - (C) Empirical.
  - (D) Management science.
5. \_\_\_\_\_ 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.
6. 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.
7. The two factor theory of Motivation was developed by \_\_\_\_\_.
  - (A) A.H.Maslow.
  - (B) Douglas Mc. Gregor.
  - (C) Herzberg.
  - (D) Rensis Likert.

8. \_\_\_\_\_ developed the concept of Management by Objectives.
- (A) A.H.Maslow. (B) Herbert Simon.  
(C) Herzberg. (D) Peter F. Drucker.
9. The concept of Job enrichment is a contribution by \_\_\_\_\_.
- (A) Frederick Herzberg. (B) F.W.Taylor.  
(C) C.K. Prahlad. (D) Peter F. Drucker.
10. MBO stands for ?
- (A) Management of Business Objectives.  
(B) Management By Objectives.  
(C) Managing Business Operations.  
(D) None of these.
11. \_\_\_\_\_ is the process of identifying and grouping of work to be performed.
- (A) Organizing. (B) Staffing.  
(C) Division of labour. (D) Planning.
12. \_\_\_\_\_ is a sequence of activities to be undertaken for implementing the policies and achieving the objectives of an enterprise.
- (A) Procedures. (B) Programme.  
(C) Rule. (D) Plans.
13. \_\_\_\_\_ is the activity of influencing people to strive willingly for group of objectives.
- (A) Motivation. (B) Leadership.  
(C) Communication. (D) None of these.
14. Autocratic style of leadership is also known as \_\_\_\_\_.
- (A) Authoritarian. (B) Participative.  
(C) Free rein. (D) None of these.
15. \_\_\_\_\_ leader tries to make the subordinates to feel that they are actually participating in decision making even though he had already taken he decision.
- (A) Participative. (B) Free rein.  
(C) Manipulative autocrat. (D) None of these.

16. Participative leadership is also referred as \_\_\_\_\_ leadership.
- (A) Democratic. (B) Consultative.  
(C) Ideographic. (D) All of these.
17. \_\_\_\_\_ Culture exists in fast paced high risk organizations.
- (A) Fortress. (B) Club.  
(C) Baseball. (D) Academy.
18. The term 'value' is derived from the French word \_\_\_\_\_.
- (A) Valoir. (B) Valas.  
(C) Velois. (D) None of these.
19. A set of characteristics that sets one group of people apart from another is called as \_\_\_\_\_.
- (A) Culture. (B) Values.  
(C) Ethics. (D) None of these.
20. Indian ethos is the outcome of \_\_\_\_\_ way of life.
- (A) Buddha. (B) Hindu.  
(C) Christian. (D) Muslim.



**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.B.A.

BBA 1B 01—MANAGEMENT CONCEPTS AND BUSINESS ETHICS

(2016—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)**

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

Choose the correct answer :

1. Henri Fayol is known as :
  - (a) The father of general management.
  - (b) The father of shop floor management.
  - (c) The father of scientific management.
  - (d) All of the above.
2. Which of the following is the main objective of the Unity in Direction principle ?
  - (a) Coordination.
  - (b) Unity in action.
  - (c) Both (a) and (b) are correct.
  - (d) Both (a) and (b) are incorrect.
3. Which of the following is the correct meaning of concentration of decision-making authority ?
  - (a) Span of management.
  - (b) Centralization.
  - (c) Decentralisation.
  - (d) None of the above.
4. Managing Director is the position of \_\_\_\_\_ level of management in a large company.
  - (a) Top.
  - (b) Middle.
  - (c) Lower.
  - (d) Middle and Lower.
5. Management is not \_\_\_\_\_.
  - (a) An applied science.
  - (b) A pure science.
  - (c) An art.
  - (d) An art and science both.
6. MBO stands for \_\_\_\_\_.
7. \_\_\_\_\_ can be defined as the moral ideas and attitudes that belong to a particular group or society.

**Turn over**

8. \_\_\_\_\_ needs are also called as affiliation needs.
9. \_\_\_\_\_ is the process of integrating the people within the organization so as to obtain their willing co-operation towards meeting the pre-determined goals.
10. Line organisation is also called as \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

Answer any **eight** questions out of the ten questions in two **or** three sentences.  
Each question carries 2 marks.

11. Define Staffing.
12. What do you mean by scalar chain ?
13. What is meant by job specification ?
14. What do you mean by leadership ?
15. What do you mean by off the job training ?
16. What is meant by motivation ?
17. What do you mean by controlling function of management ?
18. What is meant by codes of conduct ?
19. What do you mean by a work group ?
20. What do you mean by a functional organisation structure ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions)

Answer any **six** questions out of the eight questions in about 200 words.  
Each question carries 4 marks.

21. Distinguish between formal and informal organization.
22. List out the various merits and limitations of internal sources of recruitment.
23. What are the various features or characteristics of business ethics ?
24. List out the differences between McGregor's Theory X and Theory Y.
25. What is manpower planning ? Explain the manpower planning process.
26. List out any eight qualities of a successful leader.
27. What are the various types of delegation ?
28. Write a short note on Indian ethos.

(6 × 4 = 24 marks)

**Part IV (Essay Questions)**

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

Each question carries 15 marks.

29. What is meant by selection ? Explain the various steps or stages involved in the selection process.
30. What do you mean by planning ? What are the various types of plans ? Also, list out the limitations of planning.
31. "Fayol evolved 14 general principles of management which are still considered important in management." What are they ?

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT