

FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020**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**

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. 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.
2. The famous book on economics “An Enquiry into the Nature and Cause of Wealth of Nation” was written by :
 - (A) Marshal.
 - (B) Ricardo.
 - (C) Robins.
 - (D) Adam smith.
3. If the income elasticity of demand is that one, the good is a :
 - (A) Necessity.
 - (B) Luxury.
 - (C) Substitute.
 - (D) Complement.
4. The income elasticity of demand is negative for a :
 - (A) Positive good.
 - (B) Normal good.
 - (C) Elastic good.
 - (D) Inferior good.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.
10. Which of the following is a short run law ?
- (A) Law of diminishing returns. (B) Law of constant returns to scale.
(C) Law of increasing returns to scale. (D) None of these.
11. Which cost are recorded in books of accounts ?
- (A) Opportunity cost. (B) Implicit cost.
(C) Social cost. (D) Explicit cost.
12. Managerial utility function is expressed as :
- (A) $U = S(S, M, I)$. (B) $U = S(S, M)$.
(C) $U = f(S, M, I)$. (D) $U = F(S, M, I)$.
13. 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.
14. In economics, desire backed by purchasing power is known as :
- (A) Utility. (B) Demand.
(C) Consumption. (D) Scarcity.
15. _____ 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.

Turn over

16. 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.
17. 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.
18. Demand for milk, sugar, tea for making tea, is an example of :
- (A) Composite demand.
 - (B) Derivative demand.
 - (C) Joint demand.
 - (D) Direct demand.
19. In the case of perfect elasticity, the demand curve is :
- (A) Vertical.
 - (B) Horizontal.
 - (C) Flat.
 - (D) Steep.
20. The product under monopolistic competition are :
- (A) Differentiated with close substitute.
 - (B) Perfect substitute.
 - (C) Differentiated without close substitute.
 - (D) Homogeneous.

FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020**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 Monopolistic competition ?
2. What do you mean by Law of Diminishing Marginal utility ?
3. What is decision making ?
4. State law of demand.
5. What do you mean by economies of scale ?
6. Specify the shape of variable cost and fixed cost curve.
7. What is cardinal utility analysis ?
8. Write a note on opportunity cost ?
9. What is out of pocket cost ?
10. How does the use of fixed cost help the firm ?
11. What is price discrimination ?
12. What are Giffen goods ?
13. Define Duopoly.
14. Give the different factors of production ?
15. What is pure competition ?

(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 the concept of revenue.
17. What are the causes of business cycle ?
18. What are the characteristics of monopolistic competition ?
19. Briefly explain the importance of elasticity of demand.
20. Describe about expansion and contraction of demand.
21. Explain diseconomies of scale.
22. What are the objectives of pricing policies ?
23. What are the important macroeconomic parameters ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain the scope of managerial economics.
25. Explain the factors determining supply of commodity.
26. What are the internal and external economies of scale ?
27. What are the features of perfect competition ? Explain the process of price determination under perfect competition.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020**B.B.A.****BBA 1B 01—MANAGEMENT THEORY AND PRACTICES****(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 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. 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. Everything which goes to increase the importance of subordinates role is _____.
(A) Decentralization. (B) Centralization.
(C) Either (A) or (B). (D) None.
5. According to Fayol, the principles of Management are _____.
(A) Rigid (B) Flexible.
(C) (A) or (B). (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) Espritde corps. (D) None.

8. Koontz and O'Donnel are advocates of _____ approach to management.
- (A) Empirical. (B) Management science.
(C) Contingency. (D) Operational.
9. _____ approach attempts to understand managerial problems and to provide suitable solutions by the application of scientific methodology.
- (A) Empirical. (B) Management science.
(C) Contingency. (D) Operational.
10. _____ believed that leaders are not born but also developed through proper training in human behavior.
- (A) Mary Parker Follet. (B) F.W.Taylor.
(C) C.K. Prahlad. (D) Peter F. Drucker.
11. _____ is a detailed and systematic study of jobs to know the nature and characteristics.
- (A) Man power planning. (B) Job analysis.
(C) Staffing. (D) All of these.
12. _____ is the process of searching for prospective employees and stimulating them to apply for the Job.
- (A) Selection. (B) Training.
(C) Recruitment. (D) Induction.
13. _____ is the process of comparing actual performance with the standard and taking corrective Action.
- (A) Controlling. (B) Management.
(C) Planning. (D) Co-ordination.
14. _____ is the activity of influencing people to strive willingly for group of objectives.
- (A) Motivation. (B) Leadership.
(C) Communication. (D) None of these.
15. The term "Open-Book Management" (OBM) was coined by _____.
- (A) Henry Fayol. (B) Michael Hammer.
(C) Jack Stack. (D) None of these.

16. _____ is a situation where a moral conflict arises.
- (A) Ethical issues. (B) Conflicts.
(C) Demotivation. (D) None of these.
17. Ethics means _____.
- (A) Character. (B) Manner.
(C) Custom. (D) All of these.
18. The word 'moral' is derived from the Latin word _____.
- (A) Moralis. (B) Morilitic.
(C) Monatic. (D) None of these.
19. Indian model of management is _____.
- (A) Value driven holistioc. (B) Ratopnal holistic.
(C) Hybrid. (D) None of these.
20. _____ refers to certain norms governing the conduct of workers involved in a work situation.
- (A) Team Work. (B) Work Ethos.
(C) Work Group (D) Work Management.

FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020**B.B.A.****BBA 1B 01—MANAGEMENT THEORY AND PRACTICES****(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. Define Management.
2. What is Planning ?
3. Explain the concept 'Holism'.
4. What is business process re-engineering ?
5. What is unity of direction ?
6. What do you mean by middle level management ?
7. What is motion study ?
8. Explain 'Departmentation by territory'.
9. Define Directing.
10. What is span of management ?
11. What is Benchmarking ?
12. List out the main features of formal organisation.
13. Who is a Stakeholder ?
14. What is control by exception ?
15. Define corporate governance.

(10 × 3 = 30 marks)**Turn over**