

BBA-LLB (HONS.) - 1ST SEMESTER EXAMINATIONS; DEC.-2017
(SUBJECT: PRINCIPLES OF MANAGEMENT; PAPER CODE – 8060104)

Time: 03:00 Hrs.

Max Mark: 60

Instructions:

1. Write your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with the correct question paper. Complaints in this regards. If any, should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. Each Part is Compulsory. Marks are indicated against each question.
4. Draw the diagram wherever required.

PART-A (OBJECTIVE TYPE QUESTIONS OMR SHEETS)

ATTEMPT ALL QUESTIONS:-

- Q. 1. Matrix organizational structure is combination of:- (1)
 a) Line + Project b) Project + Functional c) Line + Networking d) Line+ Divisional
- Q. 2. Growth Strategy is a Part of:- (1)
 a) Functional strategy b) Business strategy c) Corporate strategy d) Grand Strategy
- Q. 3. Decision making is a part of?:- (1)
 a) Policy b) Strategy c) Planning d) Objective
- Q. 4. Recruitment is:- (1)
 a) Positive Process b) Negative Process
 c) Positive & Negative both d) None of These
- Q. 5. Last step of selection process is:- (1)
 a) Induction b) Interview
 c) Medical Examination d) Offer latter
- Q. 6. line organization is also known as:- (1)
 a) Military b) Staff c) Line & Staff d) All of above
- Q. 7. Network marketing is also known as:- (1)
 a) virtual b) multilevel c) commerce d) Versatility
- Q. 8. Administration includes:- (1)
 a) Higher b) Lower c) Middle d) All of above
- Q. 9. SBU stands for:- (1)
 a) Strategic Business Unit b) Strategic Big Unit
 c) Structure Business unit d) None of the above
- Q. 10. Herzberg theory is also known as:- (1)
 a) Factor Theory b) One Factor Theory c) Two Factor Theory d) Three Factor Theory
- Q. 11. Development is:- (1)
 a) Short term Process b) Long term Process
 c) Short & Long term Process d) None of these
- Q. 12. Maslow's Theory of motivation does not consist of:- (1)
 a) Basic need b) Ego need c) Hygiene need d) Social need

- Q. 13. Autocratic leadership style is also known as:- (1)
a) Participative
b) Subordinate centered
c) Boss-centered
d) none of these
- Q. 14. Grapevine communication is also known as:- (1)
a) Formal
b) Informal
c) Upward
d) Downward
- Q. 15. Vestibule training is also known as:- (1)
a) Junior board
b) Planned progression
c) Junior Board
d) Simulation
- Q. 16. Performance appraisal is a part of:- (1)
a) Marketing Management
b) HRM
c) Financial Management
d) Training
- Q. 17. Semantic barrier is related to:- (1)
a) Leadership
b) Motivation
c) Communication
d) Commitment
- Q. 18. The process which is continuous and stops only when the organization ceases to exist:- (1)
a) Training
b) Job evaluation
c) Hiring
d) All of the above
- Q. 19. Halo error is related to:- (1)
a) Performance appraisal
b) Training
c) Selection
d) All of the above
- Q. 20. Classical Approach includes:- (1)
a) Human Relation
b) Leadership
c) Scientific
d) Behaviour
- Q. 21. Encoding is associated with:- (1)
a) Communication
b) Leadership
c) Motivation
d) Planning
- Q. 22. The last function in the sequence, which culminates in the attainment of organization objectives, is:- (1)
a) organizing
b) coordinating
c) controlling
d) planning
- Q. 23. In terms of the sequential relationship, the first function requiring managerial attention is:- (1)
a) planning
b) coordinates
c) directing
d) controlling
- Q. 24. Inventory analysis is associated with:- (1)
a) Commitment
b) Controlling
c) Coordination
d) Communication
- Q. 25. Strategic planning is done by:- (1)
a) Top managers of the firm
b) Middle managers
c) Supervisory managers
d) Non supervisory employees
- Q. 26. Motivation is related to:- (1)
a) Planning
b) Controlling
c) Leading
d) Tactical decisions
- Q. 27. Which theory assumes that people are naturally lazy and will avoid work and responsibilities if possible:- (1)
a) Theory X
b) Theory Y
c) Theory Z
d) None of the above
- Q. 28. The non-financial type of motivators would be:- (1)
a) Encouragement
b) Freedom
c) Recognition
d) All of the above
- Q. 29. Pareto analysis is a part of:- (1)
a) Techniques of Controlling
b) Techniques of Decision Making
c) Both A+B
d) None of these

- Q.30. When a subordinate or lower level manager passes information or offers suggestions to higher level management, they're using which level of communication:- (1)
- a) Upward communication
 - b) Downward communication
 - c) Lateral communication
 - d) Diagonal communication

PART-B (DESCRIPTIVE TYPE)

SHORT ANSWER TYPE QUESTIONS (Attempt any five):-

- Q.1. Types of planning. (2)
- Q.2. Line organizational structure. (2)
- Q.3. Process of decision making. (2)
- Q.4. Management vs. Administration. (2)
- Q.5. Communication process. (2)
- Q.6. Techniques of training. (2)

LONG ANSWER TYPE Questions (Attempt any two):-

- Q.7. Explain the evolution of management with reference to different thinkers. (10)
- Q.8. What do you mean by recruitment & Selection? Explain the sources of recruitment & process of selection. (10)
- Q.9. What do you mean by motivation and leadership? Explain the different theories of motivation and styles of leadership. (10)

Sr. No 100712(RE)

Roll No. _____

BBA.I.L.B (Hons) -. 1ST SEMESTER EXAMINATIONS; DECEMBER -2017
(SUBJECT- PRINCIPLES OF MANAGEMENT; PAPER CODE- 08060104)

Time : 03:00 Hours

Maximum Marks – 75

Instruction :

1. Write your Roll No. on the question paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaints in this regard, if any, should be reported to the invigilator on duty in the examination hall within 15 minutes of the commencement of the exams. No complaints shall be entertained thereafter.
3. Attempt the questions as per instruction given in each Part. Question should be attempted in sequential order.
4. Draw diagram whenever required.

PART- A

Q1. Answer any five. Each question carries three marks.

(5x3=15)

- a) What is contingency approach to management?
- b) Define various stakeholders of the business.
- c) Define management as a profession
- d) Define social responsibility of business
- e) Difference between vision and mission of the organization
- f) Define delegation of authority with its elements.
- g) What are the barriers to effective communication?

PART – B

Answer any four questions. All questions carry equal marks.

(15x4=60)

- Q2. What do you mean by management? How it is different from administration. Define with suitable examples and through table format.
- Q3. Define various types of (i) Single use plans (ii) Standing Plans with examples.
- Q4. What do you mean by organization structure? Explain various types or organization structures.
- Q5. Define various types of leadership styles adopted by managers. Also explain, what factors should be kept in mind while choosing a particular leadership style.
- Q6. Explain communication and its process in detail. Mention various barriers to effective communication.
- Q7. Explain the concept of controlling. Also elaborate different kinds of controlling techniques.

BBA-LLB (HONS.) - 1ST SEMESTER EXAMINATIONS; DECEMBER-2017
(SUBJECT: MANAGERIAL ECONOMICS; PAPER CODE – 8060105)

Time: 03:00 Hrs.

Max Mark: 60

Instructions:

1. Write your Roll No. on the Question Paper.
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3. Each Part is Compulsory. Marks are indicated against each question.
4. Draw the diagram wherever required.

PART-A (OBJECTIVE TYPE QUESTIONS OMR SHEETS)

ATTEMPT ALL QUESTIONS:-

- Q. 1. Which of the following cannot be directive objective of firm:- (1)
 a) Innovation b) Profit c) Inflation d) Growth of firm
- Q. 2. For an inelastic demand, the value of price elasticity of a commodity would be:- (1)
 a) 1 b) 0 c) Infinite d) -1
- Q. 3. If the cross- elasticity of demand between commodities A and B is negative, these commodities are:- (1)
 a) Unrelated b) Substitutes c) Complementary d) same commodities
- Q. 4. Under law of variable proportions:- (1)
 a) One input is fixed b) All inputs are fixed c) Output is fixed d) a & b
- Q. 5. Market exists when:- (1)
 a) Many shops are there b) Consumers spend money
 c) Buyers and sellers interest d) none of the above
- Q. 6. Which of the following is correct about a firm under perfect competition:- (1)
 a) It never earn profit b) it is a price taker
 c) It harms other firms d) it incurs losses in the long-run
- Q. 7. Which of the following is not correct about monopoly market:- (1)
 a) Firms always earn profit b) There is no substitute product
 c) Entry of new firm is difficult d) there is generally inefficient production
- Q. 8. Price under monopolistic competition is determined by:- (1)
 a) Industry b) Government
 c) Advice from other firms d) Firm itself
- Q. 9. Which of the following economist is associated with the duopoly:- (1)
 a) Chamberlin b) cournot c) Fellner d) Baumol
- Q. 10. National income is the income of:- (1)
 a) Government b) Public c) Total output d) Individuals
- Q. 11. Who is known as father of economics:- (1)
 a) Keynes b) Samuelson c) Marshall d) Adam Smith
- Q. 12. Which of the following economist is identified with welfare economics:- (1)
 a) A.C Pigou b) Edwin Cannan c) Robbins d) Samuelson

- Q. 13. Managerial economics practice basically by:-
 a) Economists b) Labour unions c) Business firms d) Government (i)
- Q. 14. Which of the following dimensions is taken into managerial decision:-
 a) Operational issues b) External issues c) Legal issues d) All the above (1)
- Q. 15. Which of the following is not supplied by the firm to the consumers:-
 a) Consumption goods b) Productive resources c) Resources income d) Consumption services (1)
- Q. 16. Which of the following economist is credited for growth of macroeconomics:-
 a) Adam Smith b) Keynes c) J.S Mill d) Karl Marx (1)
- Q. 17. 'General Theory' authored by J.M. Keynes was published in:-
 a) 1919 b) 1930 c) 1936 d) 1956 (1)
- Q. 18. Which branch of economics is mainly used in managerial economics:-
 a) Microeconomics b) Macroeconomics c) International economics d) Engineering economics (1)
- Q. 19. Which of the following condition is required for long-run equilibrium of a firm under perfect competition:-
 a) $MC=MR$ b) $AC=AR$ c) $MC=MR=P$ d) $MC=AC=AR=MR=P$ (1)
- Q. 20. A business firms needs to follow profit objective because of many considerations. Which one is not the proper consideration:-
 a) Growth of business b) satisfaction of shareholders c) Reward to owners d) Salary of workers (1)
- Q. 21. Which of the following may not affected demand of a consumer:-
 a) Price of the commodity b) Income level c) Religion d) Advertisement (1)
- Q. 22. If the income elasticity of demand for a commodity is negative. The commodity is:-
 a) Superior b) Normal c) Substitute d) Inferior (1)
- Q. 23. If the price of a commodity increases by 5%, and demand decreases by 2% price elasticity of demand would be:-
 a) 2.5 b) -2.5 c) 0.4 d) -0.4 (1)
- Q. 24. Production function is useful in the context of:-
 a) Consumption decision b) Production decision c) Both d) None (1)
- Q. 25. In economics decision – making, short-run and long – run is defined through:-
 a) Nature of production b) Type of technology c) Nature of inputs d) Requirement of time (1)
- Q. 26. Objective of a firm is to:-
 a) Maximize the cost b) Minimize the cost c) Maintain the cost d) Fluctuate the cost (1)
- Q. 27. Which of the following is incorrect about the perfect competition:-
 a) Firms produce homogeneous products b) Firms determine low price c) There are large number of buyers and sellers d) Firms are free to exit the industry (1)
- Q. 28. A firm under perfect competition will quit the industry if it is not able to:-
 a) Earn profit b) Incurs losses c) Recover variable cost d) Recover fixed cost (1)

- Q. 29. A monopoly firm in the long run:- (1)
a) Incurs Losses b) Earns profit
c) Earn super normal profit d) both (b) and (c)
- Q. 30. Monopolistic market condition has the features of:- (1)
a) Only perfect competition b) Only monopoly
c) Both (a) and (b) d) None of the above

PART-B (DESCRIPTIVE TYPE)

- Q.1. Write short answers to any five of the following:-
- a) What is Income effect? (2)
 - b) What is managerial economics? (2)
 - c) Explain Inferior goods and Giffen goods. (2)
 - d) Define a rational consumer. (2)
 - e) What are the basic characteristics of Monopolistic competition market structure? (2)
 - f) What are the basic assumptions of oligopoly market structure? (2)
 - g) Define input and output. (2)
- Q.2. State and explain the law of Demand. Why does this law operate? (10)
- Q.3. Elaborate the law of return to scale in detail. (10)

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**BBA.I.L.B (Hons) -. 1ST SEMESTER EXAMINATIONS; DECEMBER -2017
(SUBJECT- MANAGERIAL ECONOMICS; PAPER CODE- 08060105)**

Time : 03:00 Hours

Maximum Marks-75

Instruction :

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PART-A

Q1. Answer any five. All questions carry equal marks.(50 words)

(5x4=20)

- Q1. Define Marginal Utility (MU).
- Q2. What is elasticity of income?
- Q3. Write definition of Disposable Income?
- Q4. Give two example of fixed cost.
- Q5. What is cross elasticity?
- Q6. What is opportunity cost?
- Q7. Define MP_L .

PART-B

Answer any four questions. All questions carry equal marks. (300 words)

(4x10=40)

- Q1. Explain the nature and scope of managerial economics and also explain difference between macro and micro economics.
- Q2. Explain the law of diminishing marginal utility and also write the exception of this law.
- Q3. Explain different cost concept and also draw long run cost curve.
- Q4. What is the monopoly market? How it is different from monopolistic competition?
- Q5. What is economies or diseconomies of scale and also write the reason behind it.
- Q6. Critically evaluate the classical theory of employment.
