

K21U 6743

Reg. No. :

Name :

**I Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2021
(2019 Admission Onwards)**

Core Course

1B01BBA/BBA (RTM) : PRINCIPLES AND PRACTICES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

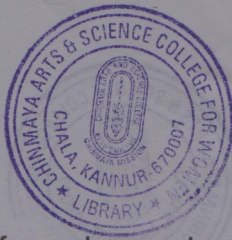
1. Define MBO.
2. What is contingency approach of management ?
3. What is delegation of authority ?
4. What do you mean by responsibility ?
5. What is meant by decision making ?
6. State any two principles of co-ordination. **(6×1=6)**

SECTION – B

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

7. Discuss the neo-classical approaches of management.
8. Discuss the scope of management.
9. What is planning premises ?
10. State the advantages of centralisation.

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11. Discuss the characteristics of informal organisation.
12. What are the principles underlying direction ?
13. Discuss the importance of supervision.
14. What are the characteristics of KPO ?

(6×2=12)

SECTION – C

Answer **any four** questions. **Each** question carries **3** marks.

15. Discuss the contribution of Abraham Maslow.
16. Discuss the functions of various levels of management.
17. What is line organization ? Explain its features.
18. Explain the characteristics of directing.
19. What are the techniques of controlling ?
20. State the importance of BPO.

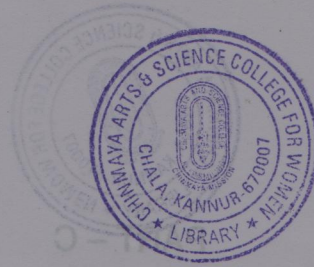
(4×3=12)

SECTION – D

Answer **any two** questions. **Each** question carries **5** marks.

21. Discuss in detail the contribution of Henry Fayol.
22. Explain the characteristics and advantages of planning.
23. Define controlling. Discuss its characteristics and steps.
24. Define work life balance. Explain its components.

(2×5=10)



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Supplementary/Improvement) Examination, November 2021
(2019 Admission Onwards)
Complementary Elective Course
1C01BBA/BBA(RTM) : STATISTICS FOR BUSINESS DECISIONS**

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. What is secondary data ?
2. What is meant by census ?
3. What is classification ?
4. What is time series ?
5. Define correlation.
6. What is trend ?

(6×1=6)

PART – B

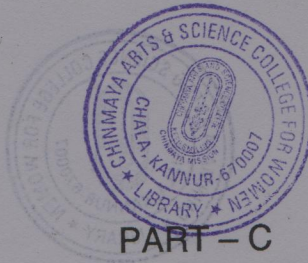
Answer **any 6** questions. **Each** question carries **2** marks :

7. Define statistics.
8. List out the components of time series.
9. What is whole sale price index number ?
10. List out two uses of consumer price index.
11. What is chain base index numbers ?
12. What is probable error of coefficient of correlation ?
13. What is perfect correlation ?
14. What is simple and multiple regression ?

(6×2=12)

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PART - C

Answer any 4 questions. Each question carries 3 marks :

15. List out the objectives of classification.
16. Which are the functions of statistics ?
17. 'Statistics is like clay of which you can make God or Devil as you please.'
Comment on the statement.
18. Explain the method of moving average.
19. What are the steps involved in the construction of consumer price index numbers ?
20. Calculate the coefficient of correlation between x and y from the following data :

	x	y
No. of pairs of observation	15	15
Standard deviation	3.01	3.03
Covariance between x and y	8.13	(4×3=12)

PART - D

Answer any 2 questions. Each question carries 5 marks :

21. Define index number. Explain various steps in the construction of index numbers.
22. What is meant by diagrams ? Discuss various types of diagrams used in statistics.
23. Find Karl Pearson's coefficient of correlation between heights and weights of 10 students and comment.

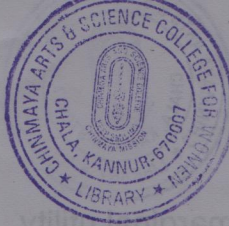
Heights (inches) : 62 72 78 58 65 70 66 63 60 72

Weights (kgs.) : 50 65 63 50 54 60 61 55 54 65

24. Work out the trend values by 4 yearly moving average method for the following data and plot the given values and trend values on a graph :

Year	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Production	80.	90	92	83	87	96	100	110	105	118

(2×5=10)



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(2019 Admission Onwards)
Complementary Elective Course
1C02 BBA/BBA(RTM) : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Define managerial economics.
2. What is meant by decision making ?
3. State the law of supply.
4. What is opportunity cost ?
5. Define price discrimination.
6. What is meant by Price Skimming ?

(6×1=6)

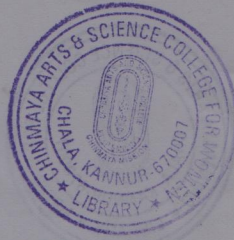
PART – B

Answer **any 6** questions. **Each** question carries **2** marks :

7. Managerial economics is pragmatic. Elucidate the statement.
8. Explain the price elasticity of demand.
9. When the price of product was Rs. 5 per kg, the quantity demanded of it was 10 kg. The price of the product was reduced to Rs.4 per kg, the quantity demanded raised to 15 kg. You are asked to calculate the price elasticity of demand.
10. What is the difference between fixed and variable cost ?

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11. Explain the law of diminishing marginal utility.

12. What is meant by shifts in supply ?

13. Explain the term legal monopoly.

14. What is production function ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Distinguish between economics and managerial economics.

16. State law of demand. Explain its exceptions.

17. What are the factors determining market demand ?

18. Explain three methods of measuring elasticity.

19. What are the features of monopoly ?

20. Diagrammatically explain the AR and MR under imperfect competition. (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the nature and scope of managerial economics.

22. Explain the equilibrium of firm under perfect competition with the help of diagrams.

23. How the price and output is determined under monopoly ?

24. Briefly discuss various pricing methods adopted by different business organisations.

(2×5=10)