

PRINCIPLES OF MANAGEMENT

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(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each questions carries 10 marks.

1. Explain the role played by manager of a business firm.
2. How do values and ethics affect management?
3. Sketch the historical perspectives of management.
4. Explain the importance of decision making.
5. What is span of control? Explain the factors determining span of control.
6. Define staffing. Explain its purposes.
7. Examine Herz-berg's theory of motivation.
8. Explain the concept of managerial effectiveness.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the merits and drawbacks of various channels of communication.
10. Discuss the techniques of controlling.
11. What are the merits and drawbacks of line and staff organisation.
12. Define management. Explain the process of management.
13. 'Management performs many functions'. What are they? Explain.
14. Explain the relative merits and drawbacks of sources of recruitment.

MANAGERIAL ECONOMICS  
(Also common to B.B.A. retail)

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(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What is the use of business economics in economic decisions of the management?
2. Point out the characteristics of wants with suitable illustration.
3. Write an elaborate note on Arc method of measurement of elasticity of demand.
4. Explain the regression method of demand forecasting. Compare this method with trend method.
5. What is production function? State its assumptions.

6. Bring out the relationship between total cost, average cost and marginal cost.
7. What is monopoly? What are its features?
8. What is peak load pricing? Why does this problem arise?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. 'profit maximisation is no longer a traditional objective of a business firm' - Discuss.
10. Explain in detail the various methods of measurement of national income.
11. Explain the factors contributing to the expansion phase of business cycle.
12. Explain the price and output decisions under perfect competition.
13. What are the traditional monetary measures of controlling inflation?
14. Discuss the role of monetary policy in economic growth.

