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L – 3701

Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme Under CBCSS**

**Core Course I/Core Course – II**

**CO 1141/CX 1141/TT 1141/HM 1141/CC 1142 : ENVIRONMENTAL STUDIES**

**(2020 Admission Regular)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

(Very Short Answer type) Answer **all** questions (1 mark each).

1. What are 'Keystone' species?
2. Where do we find riparian forests?
3. What is a red data book?
4. Which nutrients in excess, triggers eutrophication in surface water?
5. DO of water is analyzed by \_\_\_\_\_ titration.
6. Expand TOC, how it is related to COD?
7. Ozone is used as a \_\_\_\_\_ in water treatment.
8. Name the industry which contributes to thermal pollution in water bodies.

P.T.O.

9. Define 'environment'.
10. June 5<sup>th</sup> marks the first ever international conference on environment. Name this conference.

(10 × 1 = 10 Marks)

### SECTION – B

(Short Answer Type) Answer **any eight** questions (2 marks each).

11. Define 'pollution'.
12. Differentiate TSS and TDS in water.
13. What are the health impacts of PM 2.5?
14. How noise is measured and explain 'Decibel'.
15. What is sustainable development?
16. Specify the various solid waste management rules in India.
17. Explain rain water harvesting techniques.
18. What is Extended Producer Responsibility?
19. Explain 'Right for a wholesome environment'.
20. Explain Article 51A(g) of Indian Constitution.
21. Explain two sources of renewable energy.
22. Write short note on saline water intrusion.
23. Explain Niche in an ecosystem.
24. What is SMOG?
25. What is an 'inverted ecological pyramid'?
26. Briefly explain environmental ethics.

(8 × 2 = 16 Marks)

### SECTION – C

(Short essay type, not to exceed **120** words) Answer **any six** questions. (4 marks each)

27. What is BOD? Explain its significance in assessing the quality of water.
28. Explain the cause and impacts of acid rain.
29. Write an account on major polluted river stretches of Kerala.
30. Write a short note on *in-situ* conservation of biodiversity.
31. Discuss the sources of air pollution in an urban environment.
32. What is plastic pollution? Explain the provisions of Plastic Waste Management Rules of 2016.
33. Inequality in resource distribution is the major cause of environmental degradation. Explain.
34. Explain briefly the various treatment units in a wastewater treatment plant.
35. Mention the recyclable waste streams in our domestic solid wastes. Explain secondary recycling of materials.
36. Briefly explain soil pollution with respect to intensive agriculture practices.
37. Write a note on National Ambient Air Quality standards of India.
38. Write an account of major acts related to environment in India and the regulatory mechanism to ensure environmental compliance.

(6 × 4 = 24 Marks)

### SECTION – D

(Long essay type) Answer **any two** questions. (15 marks each)

39. Explain the impacts of population growth on environment and suggest measures to control environmental degradation.
40. Write a detailed note on hydrological cycle with the help of a neat diagram.

41. Explain biodiversity hot spots, discuss the relevance of Western Ghats with respect to biodiversity. Suggest actions to protect the ecological sensitive areas of Western Ghats.
42. Write note on the gaseous and particulate pollutants from coal fired thermal power plant. Explain the air pollution control measures commonly used to control particulate emissions from industries.
43. Give an account on sewage treatment based on activated sludge process with the help of a layout diagram.
44. Discuss the environmental issues in Kerala with respect to municipal solid waste and domestic sewage. Explain the possible control measures and preventive strategies to safeguard the surface waters and coastline from illegal dumping of waste.

**(2 × 15 = 30 Marks)**

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Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**Career Related First Degree Programme under CBCSS**

**Group 2(b) – Commerce with computer Applications**

**Core Course I**

**CC 1141 : INTRODUCTION TO INFORMATION TECHNOLOGY**

**(2020 Admission Regular)**

Time : 3 Hours

Max. Marks : 80

**PART – A**

Answer **all** questions in one sentence to maximum of **2** sentences. Each question carries **1** mark.

1. Mention the generation in which microprocessors are used.
2. Expand the term IC.
3. Which is the largest 2 digit number in the hexadecimal number system?
4. What is the function of an operating system?
5. What is a byte?
6. How many bits are needed in the binary equivalent for the decimal number 12.
7. Name any two operating system.

P.T.O.

8. Which mobile generation introduces SMS?
9. What is flash memory?
10. Name any two social media app.

**(10 × 1 = 10 Marks)**

**PART – B**

Answer **any eight** questions not exceeding one paragraph. Each question carries **2** marks.

11. Explain the main difference between the first generation and second generation of computers.
12. What is a Modem.
13. What is a super computer?
14. Convert  $1111_2$  to its decimal equivalent.
15. Write down the binary equivalents for the decimal numbers from 0 to 7.
16. What is the decimal equivalent of the hexadecimal number  $CA_{16}$ .
17. What is the octal equivalent for the decimal number 60?
18. What is a mobile operating system?
19. Differentiate between analog and digital computers.
20. List out any four input devices.
21. Write note on RAM.
22. What is a register?
23. What is the use of BIOS?
24. Explain the functions of control unit.

25. Explain the characteristics of 4G.

26. What is Android?

**(8 × 2 = 16 Marks)**

**PART – C**

Answer **any six** questions not exceeding **120** words. Each question carries **4** marks.

27. Write note on Characteristics of Computer.

28. Explain the features of Micro Computer.

29. Explain the steps to convert a binary number to decimal, octal and hexadecimal numbers.

30. Write note on primary memory and secondary memory.

31. Compare impact and nonimpact printers.

32. Explain the features of flash memory.

33. Convert the binary number 11011100 to decimal, octal and hexadecimal.

34. Write notes on different types of memory.

35. Explain any two operating systems

36. Write notes on Artificial Intelligence and its importance.

37. What are the main advantages of 3G over 2G?

38. Compare various social media platforms.

**(6 × 4 = 24 Marks)**

**PART – D**

Answer **any two** questions not exceeding **4** pages. Each question carries **15** marks.

39. What do you mean by positional number system. Explain decimal, binary, octal and hexadecimal number systems.
40. Explain different types of computer hardware.
41. Write notes on mini, micro, mainframe and super computers.
42. Write notes on different types of Computer Hardware.
43. Write note on various mobile generations and characteristics of each generation.
44. Explain the impact of various social media platforms in the society. List out the advantages and disadvantages of Twitter, Facebook and Whatsapp.

**(2 × 15 = 30 Marks)**

(Pages : 3)

L – 3710

Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme under CBCSS**

**Core Course II**

**CO 1142/CC 1143 : MANAGEMENT CONCEPTS AND THOUGHTS**

**(2018 - 2019 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences each. Each carries **1** mark.

1. What is scalar chain?
2. Why planning is important?
3. What are the limitations of planning?
4. Which are the principles of delegation?
5. Why leadership is important?
6. What is trait theory of leadership?
7. What is an oral communication?
8. What are the characteristics of motivation?
9. What is kaizen?
10. What is a learning organisation?

**(10 × 1 = 10 Marks)**

P.T.O.

## SECTION – B

Answer **any eight** questions in not exceeding one paragraph. Each question carries **2** marks.

11. What is the empirical school of management thought?
12. Evaluate human behavior school of management.
13. What are characteristics of modern management thought?
14. Which are the functions of organising?
15. Distinguish between centralization and decentralization:
16. Give suggestions to avoid weak delegation.
17. State the nature of laissez faire leadership.
18. What is managerial grid theory?
19. Distinguish between hygiene factors and motivation factors.
20. What are the findings of hawthorne studies?
21. What are the benefits of knowledge management?
22. What is the significance of change management?

**(8 × 2 = 16 Marks)**

## SECTION – C

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

23. Which are the skills of an effective manager?
24. How Fayol has classified the activities of an industrial organization?
25. Explain Planning Process.

26. Explain different leadership styles.
27. Explain fiedler's contingency model.
28. Explain Steps in Control Process.
29. Which are the process in TQM?
30. Which are the challenges faced by modern business managers?
31. Explain different types of knowledge in an organisation.

**(6 × 4 = 24 Marks)**

#### SECTION – D

Answer **any two** questions. Each question carries **15** marks.

32. Critically evaluate scientific management approach to management. Also Identify its contemporary relevance.
33. Explain different types of organisational structures.
34. Explain the elements in communication process and the barriers to effective communication.
35. Explain the Theories of Motivation.

**(2 × 15 = 30 Marks)**

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L – 3703

Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme under CBCSS**

**Complementary Course I**

**CO 1131/CC 1131 : MANAGERIAL ECONOMICS**

**(2018 – 2019 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences.

1. State the theories of business cycle.
2. What do you mean by Veblen effect?
3. What is cross elasticity?
4. What do you mean by Delphi method of demand forecasting?
5. What is producer's equilibrium?
6. What is isocost curve?
7. What is shift in demand?
8. What is break-even point pricing?
9. What is price dumping?
10. What are diseconomies of scale?

**(10 × 1 = 10 Marks)**

P.T.O.

## SECTION – B

Answer any **eight** questions not exceeding a paragraph.

11. What is the role of consumer psychology in pricing?
12. Explain the features of monopoly.
13. What are the various types of price elasticity?
14. Explain the features of monopolistic competition.
15. What are the managerial uses of production function?
16. Describe boom.
17. Explain the factors determining elasticity of supply.
18. What are the characteristics of a business cycle?
19. Discuss the scope of managerial economics?
20. Discuss the conditions of price discrimination.
21. Distinguish between differential pricing and going rate pricing.
22. State the properties of isoquants.

**(8 × 2 = 16 Marks)**

## SECTION – C

Short essay type questions. Answer any **six** questions.

23. Explain the various methods of forecasting demand.
24. Distinguish between micro economics and macro economics.
25. Discuss the various factors governing demand.
26. How economies of scales arises? Write its nature.

27. Discuss the important pricing strategies.
28. Describe the different types of price leadership.
29. Distinguish between perfect competition and monopolistic competition.
30. What are the various exceptions to the law of demand?
31. Discuss the importance of the law of demand.

**(6 × 4 = 24 Marks)**

SECTION – D

Long essay type questions. Answer any **two** questions.

32. Discuss the basic principles of managerial economics.
33. Define elasticity of supply. Explain the factors affecting elasticity of supply?
34. Discuss the steps to be taken to achieve economic stability.
35. Explain the various economies and diseconomies of scale.

**(2 × 15 = 30 Marks)**

(Pages : 4)

L – 3707

Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme under CBCSS**

**Foundation Course I**

**CO 1121/CX 1121/ TT 1121/HM 1121/CC 1121 METHODOLOGY AND  
PERSPECTIVES OF BUSINESS EDUCATION**

**(2020 Admission Regular)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions / problems in **one** or **two** sentences.

1. What is business information?
2. What are financial resources?
3. What is a share?
4. State any two difference between seminars and workshops.
5. Who is an entrepreneur?
6. What do you mean by quality of life?
7. Who is a trained manpower?
8. Define the term industry.

**P.T.O.**

9. What is economic development?
10. What you mean by idea generation?

**(10 × 1 = 10 Marks)**

**SECTION – B**

Answer any **eight** questions/ problems, not exceeding a paragraph.

11. What do you mean by economic system?
12. What is socialism?
13. State the meaning of joint ventures.
14. What you mean by BPO?
15. Write a note on event management.
16. What is meant by managerialism?
17. What do you mean by quality of work life.
18. What is social ethics?
19. What is field study?
20. What do you mean by economic policy?
21. Briefly explain health care industry.
22. Write any two difference between direct taxes and indirect taxes.
23. What are the different types of shares?
24. What you mean by technical analysis?
25. Briefly explain industrialization.
26. Write a note on mixed economy.

**(8 × 2 = 16 Marks)**

## SECTION – C

Short essay type problems: Answer any **six** questions.

27. Explain the features of capitalism.
28. What are the functions of co-operatives?
29. Explain the need of business ethics.
30. What are the different types taxes paid to government?
31. Explain the steps in establishing a business.
32. What are the characteristics of joint stock company?
33. Explain the role of an entrepreneur in economic development.
34. What are the problems faced by the small organization?
35. What are the merits and demerits of privatization?
36. What are the advantages of joint ventures?
37. What are the benefits of human capital management?
38. Explain the functions of event management?

**(6 × 4 = 24 Marks)**

## SECTION – D

Long essay type problems: Answer any **two** questions.

39. State the various methods and techniques of collecting and learning business information.
40. Explain the economic and social objectives of a business.
41. Explain the objectives of NSS and its role for promoting the social values.

42. What is Globalisation? Explain the problems of Globalization.

43. Describe the various forms of business organization.

44. Briefly explain the three economic sectors of the economy.

**(2 × 15 = 30 Marks)**

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(Pages : 3)

L – 3700

Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme under CBCSS**

**ENVIRONMENTAL STUDIES**

**(Common for Foundation Course I – CO 1121/CX 1121/TT 1121/  
HM 1121 (2013 Admission) and Core Course I – CO 1141/  
CX 1141/TT 1141/HM 1141 (2015 Admission to 2019 Admission)  
CC 1141 – (2015-2017 Admission), CC 1142 : 2018-2019 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** the questions. Each answer should be in **one word** or in **two** sentences. Each question carries **1** marks.

1. Define Ecosystem.
2. What is water resources?
3. What is food chain?
4. What do you mean by biodiversity?
5. Define pollution.
6. What is waste management?
7. What is ICDS?
8. What is disaster management?

P.T.O.

9. Define natural resources.
10. What is human health?

(10 × 1 = 10 Marks)

### SECTION – B

Write short notes on **any eight** questions. Each answer should not exceed a paragraph. Each question carries **2** marks.

11. What is soil pollution?
12. What is desert ecosystem?
13. What do you mean by food webs?
14. Define consumer.
15. What is recycling?
16. What is family welfare programme?
17. What are the uses of forests?
18. What is hydrosphere?
19. What are point sources?
20. What are genetic resources?
21. Define environmental study.
22. What are human rights?

(8 × 2 = 16 Marks)

### SECTION – C

Short essay type questions. Answer **any six** questions. Each question carries **4** marks.

23. Explain the functions of eco system.
24. What are the main threats of diversity?
25. Explain the types of wastelands.
26. What are the features of Deserts?
27. Explain about waste land reclamation.
28. What are the causes of noise pollution?
29. What is sustainable development?
30. Explain about nuclear hazards.
31. What is ecological succession?

**(6 × 4 = 24 Marks)**

### SECTION – D

Long essay type questions. Answer **any two** questions. Each question carries **15** marks.

32. Explain the role of an individual in conservation of natural resources.
33. Write about value of education.
34. Explain the functions of forest eco system.
35. Describe of role of waste management in environmental pollution.

**(2 × 15 = 30 Marks)**

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Reg. No. : .....

Name : .....

**First Semester B.Sc./B.Com./B.B.A./B.C.A/B.Voc./B.M.S./B.S.W. Degree  
Examination, August 2021**

**Career Related First Degree Programme under CBCSS**

**Language Course I – English**

**EN 1111/EN 111/EN 1111.4 : LANGUAGE SKILLS**

**(2020 Admission Regular)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a word or sentences.
1. Etymologically the word 'communication' means \_\_\_\_\_.
2. What is redundancy?
3. Blog is a shortened version of the term \_\_\_\_\_.
4. An anchor can also be called \_\_\_\_\_.
5. \_\_\_\_\_ refers to transmitter that codes the message.
6. What is structural editing?
7. What is a CV?
8. \_\_\_\_\_ is a type of communication through verbal medium like words, speeches etc.
9. \_\_\_\_\_ is the medium used to transmit the signal.
10. Our brain process information at a rate of \_\_\_\_\_.

**(10 × 1 = 10 Marks)**

P.T.O.

- II. Answer any **eight**, each in a short paragraph not exceeding **50** words.
11. Name any two barriers to effective communication.
  12. Suggest two ways to improve communication.
  13. What is podcasting?
  14. What is non-verbal communication?
  15. Netiquette.
  16. What are gestures?
  17. What are problems encountered by second language learners?
  18. Mention the importance of Feedback as a major component of communication.
  19. How can you master the skill of public speaking?
  20. List ways in which you can follow Telephone Etiquette?
  21. Suggest ways to improve effectiveness in academic writing.
  22. Introduce yourself to your prospective employer.
  23. How can your posture create a negative impression?
  24. What is communication?
  25. What are the things to be followed while attending an interview?
  26. What is Blogging?

**(8 × 2 = 16 Marks)**

- III. Answer any **six**, each in a paragraph not exceeding **100** words.
27. Read the following passage carefully and answer all the questions that follow. "The Legend" is a very short story by O.V. Vijayan. It can be described as a work of Flash fiction, a genre coming under fiction. The word count of flash fiction is not fixed though, generally it can vary from a few words to 2000 words. Flash fiction, also known by other names like sudden fiction, short-short stories, microfiction or microstories. This sub genre is also referred to by words like short shorts, nanotales, micro-stories, postcard fiction or napkin fiction. An acceptable definition goes like this: Flash fiction is a medium of brief and enclosed stories. Its average word count ranges anywhere from five to 1,500 words, but the consensus is that maximum tops out at 2,000. Many eminent writers like Margaret Atwood, Paulo Coelho and Jamaica Kincaid have written flash stories.

- (a) What is the word count of flash fiction?
- (b) Name any two names by which Flash fiction is known?
- (c) Name any two writers who have written flash stories.
- (d) What is the acceptable definition of Flash fiction?
28. Prepare a script for an anchor who is hosting a music reality show.
29. Prepare a speech on the topic Environmental Hazards.
30. The PRO of a reputed multinational company where you have applied for the job of Management trainee is calling you for a telephonic interview. Construct atleast ten exchanges between the PRO and you on your prospective job.
31. Write a blog on a famous film director in your country.
32. Write an email to a famous political figure inviting him/her to inaugurate the Union Inauguration in your college.
33. Write a script for a podcast on Role of Youth in the Development of India.
34. Edit the passage below
- The young woman waiting at the bus stop was not in the least nervus, in spite of the wave of panic that had been sweeping the city about bands of hooligans roaming the streets after dark and assalting unprotected women. She was a sensible young woman to begin with, who realized that one good scream would be sufficient to bring a score of respectable suburban householders.
35. Prepare minutes of a meeting conducted by the Magazine Committee in your college. You are the editor and the meeting is related to designing of the college magazine for the next academic year.
36. Create a conversation between you and your friend about how you spent the days during the lockdown period.
37. Write a paragraph on Unemployment in India.
38. Describe your college in about 100-150 words.

**(6 × 4 = 24 Marks)**

IV. Answer any **two**, each in about **three hundred** words.

39. Write notes for the following passage (10-15 points)

Every human being has a great variety of feelings for different aspects of his or her surroundings. The Western, modern approach values the resources of Nature for their utilitarian importance alone. However true environmental values go beyond valuing a river for its water, a forest for its timber and non-wood forest products, or the sea for its fish. Environmental values are inherent in feelings that bring about sensitivity for preserving nature as a whole. This is a more integrated native view which can be contrasted with the profit oriented and exploitative views brought in by the colonisers. There are several writings and sayings in Indian thought that support the concept of the oneness of all creation, of respecting and valuing all the different components of Nature. Our environmental values must translate to pro-conservation actions in all our day to day activities. Most of our actions have adverse environmental impacts unless we consciously avoid them. The sentiment that attempts to reverse these trends is enshrined in our environmental values.

Humans have an inborn desire to explore Nature. Wanting to unravel its mysteries is a part of human nature. However, modern society and educational processes have invariably suppressed these innate sentiments. Once exposed to the wonders of the wilderness, people tend to bond closely to Nature. They begin to appreciate its complexity and fragility and this awakens a new desire to want to protect our natural heritage.

40. Prepare a cover letter and CV for the post of Development Officer in a reputed Insurance Company in Calicut, in response to an advertisement that has appeared in a daily.

41. Write an autobiography on a turning point in your life.

42. The following passage is in a jumbled manner. Arrange them in the correct order so as to make a sensible passage. The first one and last one is done for you.

I have been chosen to be the Head Boy of my school. All the members appreciated and encouraged me. We had a meeting with the members of the Students' Council to decide on the programme. I was given the responsibility of organising the Children's Day programme in the school. We decided to have a special morning assembly and a cultural programme in the last two periods.

43. Complete the story in your own words start with "I saw a man walking towards me..."

44. Describe a famous actor/actress of your choice.

**(2 × 15 = 30 Marks)**

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L – 3886

Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**Career Related First Degree Programme under CBCSS**

**Group 2(b) – Commerce with computer Applications**

**Core Course I**

**CC 1141 : INTRODUCTION TO INFORMATION TECHNOLOGY**

**(2018 - 2019 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer all questions in one word or to a maximum of two sentences each. Each question carries 1 mark.

1. What is a computer hardware?
2. What is an output device?
3. What is RAM?
4. What is a Software?
5. What is Secondary storage?
6. Who is a Mainframe computers?
7. What is binary number system?

P.T.O.

8. What is 'Face book'?
9. What is CD?
10. What is a Cloud?

**(10 × 1 = 10 Marks)**

### SECTION – B

Answer **any eight** questions in not exceeding one paragraph each. Each question carries **2** marks.

11. What are the features of binary number system?
12. What is hexadecimal system?
13. What is Linux?
14. Give the features of Super computers.
15. What is an operating system?
16. Write a note on mobile technology.
17. What is a Modem?
18. What is a Microcomputer'?
19. What is a NIC card?
20. What is robotics?
21. What is MOS?
22. What is the control unit of a computer?

**(8 × 2 = 16 Marks)**

### SECTION – C

Answer **any six** questions in about **120** words each. Each question carries **4** marks.

23. What are the major functions of a computer?
24. What are the functions main memory?
25. What is social networking?
26. Why Binary Number System is used in digital computers?
27. Explain Boolean logic.
28. What are the Input devices of a computer?
29. What are the major functions of an operating systems
30. Explain the use of IT in education.
31. What is Artificial intelligence?

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer **any two** questions in not exceeding **4** pages each. Each question carries **15** marks.

32. Explain system software and application Software.
33. Give an account of the components of a computer.
34. Distinguish between Micro, Mini, Mainframe and Supercomputers.
35. 'Modern computers have evolved through several stages' Comment.

**(2 × 15 = 30 Marks)**

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Reg. No. : .....

Name : .....

First Semester B.Com. Degree Examination, August 2021

First Degree Programme under CBCSS

Core Course – II

CO 1142/CC 1143 : MANAGEMENT CONCEPTS AND THOUGHTS

(2020 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **1** or **2** sentences.

1. Define staffing.
2. What is coordination?
3. Define authority.
4. What is Organization Structure?
5. What is meant by standard in control function?
6. What is MBE?
7. What is Laissez-faire?
8. What do you mean by supervision?
9. What is Feed Forward Control?
10. Define communication.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions, not exceeding a paragraph.

11. What do you mean by organization culture?
12. What is meant by policy?
13. What is decentralization?
14. What do you mean by planning premises?
15. What is meant by Functional Authority?
16. 'Management is a social process'. How?
17. How is forecasting is related to planning?
18. Mention the types of delegation.
19. State four factors determining the span of control.
20. Mention the differences between coordination and cooperation.
21. What are the features of direction?
22. Mention the limitations of control.
23. What do you mean by mission and vision?
24. What is motivation?
25. What is meant by job analysis?
26. What do you mean by self actualization need?

**(8 × 2 = 16 Marks)**

## SECTION – C

Short essay type questions. Answer **any six** questions.

27. Describe the steps involved in staffing function.
28. Explain the importance of management.
29. Explain the forecasting techniques.
30. Discuss the distinguishing features of formal and informal organisation.
31. What are the principles of effective coordination?
32. What are the qualities of a good supervisor?
33. What are the characteristics of motivation in an organization?
34. What is the importance of communication?
35. What are the advantages of democratic leadership?
36. What are the factors affecting organization structure?
37. Mention the benefits of TQM.
38. Differentiate between management and administration.

**(6 × 4 = 24 Marks)**

## SECTION – D

Long Essay type questions. Answer **any two** questions.

39. Explain Mc Gregor's theory X and theory Y. What are the criticisms faced by this theory?
40. Explain the various types of communication.

41. What is scientific management? Explain its principles with merits and demerits.
42. Define MBO. Explain the process of MBO with the merits and demerits.
43. Define leadership. Explain the various theories of Leadership.
44. Explain Mc Clelland's Achievement Motivation theory.

**(2 × 15 = 30 Marks)**

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L – 3704

Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme under CBCSS**

**Complementary Course I**

**CO 1131/CC 1131 : MANAGERIAL ECONOMICS**

**(2020 Admission Regular)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences each. **Each** question carries **1** mark.

1. What is meant by managerial economics?
2. What is forward planning?
3. Define the term 'demand'.
4. State the law of demand.
5. What is negative income elasticity of demand?
6. What is marginal product?
7. What is optimum firm?
8. What are the main features of monopoly?

P.T.O.

9. What is business cycle?
10. What are the salient features of depression?

**(10 × 1 = 10 Marks)**

**SECTION – B**

Answer any **eight** questions in not exceeding one paragraph each. **Each** question carries **2** marks.

11. What are the differences between economics and managerial economics?
12. What is the relationship of managerial economics with accounting?
13. Give two objectives of demand forecasting.
14. What is joint demand?
15. Explain any two methods of demand forecasting for a new product.
16. Explain production function.
17. Write any two external economies of scale.
18. What is oligopoly?
19. Define production?
20. What is going rate pricing?
21. Examine the role of monetary policies to counter evil effects of business cycles.
22. What are the effects of business cycle?
23. What is Veblen effect?
24. What is marginal cost?
25. What are complimentary goods and substitutes?
26. Distinguish between perfect competition and pure competition.

**(8 × 2 = 16 Marks)**

### SECTION – C

Answer any **six** questions in not exceeding **120** words each. **Each** question carries **4** marks.

27. Discuss the macroeconomic concepts which are useful in business decision.
28. What are the importance of elasticity of demand?
29. What is the need for demand forecasting?
30. What is Cobb-Douglas production function?
31. Explain the properties of isoquants.
32. What is the role of demand factor in pricing?
33. Explain the features of perfect competition.
34. Explain briefly the factors affecting pricing decisions.
35. Critically examine Hick's theory of business cycle.
36. Discuss the problems of product line pricing.
37. What are diseconomies of scale?
38. What is skimming price policy?

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer any **two** questions in not exceeding **four** pages each. **Each** question carries **15** marks.

39. Mention the important methods of pricing with advantages and disadvantages.
40. Explain the concept of price elasticity of demand. What are the factors determining price elasticity of demand?

41. Explain the law of diminishing returns and its relevance to business decisions.
42. What is business forecasting? Which are the business forecasting indicators which picture the business cycle?
43. Discuss the role and responsibilities of managerial economist.
44. Explain the process of demand forecasting in a business enterprise.

**(2 × 15 = 30 Marks)**

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(Pages : 3)

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Reg. No. : .....

Name : .....

**First Semester B.Com. Degree Examination, August 2021**

**First Degree Programme under CBCSS**

**Foundation Course**

**CO 1121/CX 1121/ TT 1121/HM 1121/CC 1121 METHODOLOGY AND  
PERSPECTIVES OF BUSINESS EDUCATION**

**(2018-2019 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **1** mark.

1. From where a person will get business information?
2. What are the strategies adopted to learn business information?
3. What is economic system?
4. What is communism in the Marxist sense?
5. What is innovation?
6. What is a corporate entity?
7. What is revocable trust?

P.T.O.

8. Define partnership.
9. What is a chartered company?
10. What is quality circle?

(10 × 1 = 10 Marks)

#### SECTION – B

Answer any **eight** questions, not exceeding **one** paragraph, **each** question carries **2** marks.

11. Explain important reading techniques.
12. What is a case study?
13. What are the important determinants of business ethics?
14. What is primary data?
15. What is quality of work life?
16. Explain the concept of Human Capital Management?
17. Write the name of stakeholders of business
18. What is managerialism?
19. What is social responsibility?
20. What are the emerging areas in service sector?
21. What is BPO?
22. What is capitalism?

(8 × 2 = 16 Marks)

#### SECTION – C

Answer any **six** questions, not exceeding 120 words **Each** question carries **4** marks.

23. What are the benefits of BPO?
24. What are the objectives of public sector?
25. What are the major goals of business?

26. What are the methods used by government to regulate business?
27. What are the differences between entrepreneur and entrepreneurship?
28. What are the features of partnership?
29. What are the types of companies?
30. Explain the role of trained manpower for quality enhancement.
31. What is the importance of Human capital management?

**(6 × 4 = 24 Marks)**

**SECTION – D**

Answer any **two** questions, not exceeding four pages, **each** question carries **15** marks.

32. Briefly explain about different forms of business organizations.
33. Explain about different economic systems and their features.
34. Elucidate the role of public sector and private sector for the economic development of our country.
35. Explain the terms
  - (a) (1) Globalisation (2) privatization (3) Liberalization.
  - (b) What are the major aspects of liberalization In India?

**(2 × 15 = 30 Marks)**