

RUKMINI COLLEGE OF MANAGEMENT & COMMERCE

(Formerly Cognizant College of Commerce)

Ameerpet, Hyderabad.

IMPORTANT QUESTIONS FOR 1st SEMESTER EXAMINATION

PRINCIPLES OF MANAGEMENT (P.O.M)

B.B.A. I Year

UNIT No.1

1. What are the various functions of management ? Feb.2023
2. Explain the principles of management ? (Mar.2022) Aug.2022 Feb.2023
3. Process & Levels of Management.
4. Principles of scientific management. (Mar.2022) Aug.2022 Feb.2023

UNIT No.2

1. Define planning ? Explain its advantages and limitations? Feb.2023
2. Define planning ? Explain Types?
3. Define Planning ? Explain steps in planning process ? (Mar.2022) Aug.2022 Feb.2023
4. Define decision making? Explain steps in decision making process. Feb.2023

UNIT No.3

1. Define Organization ? Explain the various principles and process of Organization ?
2. Types of Organization structure? Formal vs informal. (Mar.2022) Aug.2022 Feb.2023
3. Line vs staff organization. (Mar.2022) Aug.2022
4. Define the Delegation of authority ? Explain the principles, process, difficulties and remedial measures? (Mar.2022) Aug.2022
5. Differences between delegation and decentralization /centralization and decentralization ? Aug.2022 Feb.2023

UNIT No.4

1. Define coordination ? Explain the principles, essence and importance of coordination ?
2. Define controlling ? Explain the steps of controlling ? Aug.2022
3. Define control ? Explain types and nature of control.
4. What is staffing? Explain about selection process.
5. Sources of recruitment. Different methods of training. (Mar.2022) Feb.2023
6. Theories of motivation.

UNIT No.5

1. Total quality management? Objectives, importance, features. Feb.2023
2. Corporate social responsibilities. Challenges.
3. Knowledge management objectives.
4. Qualities of successful leader.

SHORT ANSWERS

1. Management vs Administration
2. Management vs Organization.
3. Leader vs Manager.
4. Administration.
5. Process of Planning.
6. Span of control (Mar.2022) Aug.2022 Feb.2023
7. Authority - Responsibility - Relationship
8. Process of Delegation.
9. Relationship between Planning and Control (Mar.2022) Aug.2022
10. Steps in Control Process



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Vice Principal.

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BASICS OF MARKETING

B.B.A. I Year

UNIT No.1

1. Define marketing? Explain about nature, scope and evaluation of marketing. (Mar.2022) Feb.2023
2. Marketing concepts vs. Selling concepts.
3. Marketing mix vs. Marketing environment.

UNIT No.2

1. Market segmentation bases and levels. (Mar.2022) Feb.2023
2. Product positioning, tools and strategies. (Mar.2022) Feb.2023

UNIT No.3

1. Stages of new product development. Feb.2023
2. Scope and importance of new product development.
3. Reasons for failure of new product.

UNIT No.4

1. Product life cycle stages. (Mar.2022) Feb.2023
2. Product life cycle marketing strategies.
3. Objectives and factors of pricing policy. (Mar.2022)

UNIT No.5

1. Explain different distribution channels. (Mar.2022) Feb.2023
2. Advertising characteristics, strength and weakness. (Mar.2022) Feb.2023

SHORT ANSWERS

1. Functions of marketing.
2. Macro/Micro environment. (Mar.2022)
3. Demographic variables.
4. Brand types.
5. Positioning.
6. Target market.
7. Test market. (Mar.2022)
8. Product line decision. Feb.2023
9. Skimming price. (Mar.2022)
10. Durable product.
11. Product mix.
12. Online marketing.
13. Personal selling. Feb.2023
14. Sales promotion.
15. Direct market or zerox channel.



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BUSINESS ECONOMICS

B.B.A. I Year

UNIT No.1

1. Nature, scope, features & uses of business economics. (Mar.2022 Aug.2022) Feb.2023
2. Time perspective, discounting and equimarginal principle. (Mar.2022 Aug.2022) Feb.2023
3. Opportunity cost and incremental cost. Feb.2023

UNIT No.2

1. Law of demand exceptions, determinants. (Mar.2022 Aug.2022) Feb.2023
2. Types and factors of elasticity of demand. (Mar.2022 Aug.2022) Feb.2023
3. Law of supply – determinants. Aug.2022 Feb.2023

UNIT No.3

1. Law of variable proportions. Aug.2022 Feb.2023
2. Law of returns to scale.
3. Isoquants and Isocost curves and their properties. (Mar.2022) Aug.2022 Feb.2023

UNIT No.4

1. Long run and short run cost curves. (Mar.2022) Aug.2022 Feb.2023
2. Economies and diseconomies of scale. Feb.2023

UNIT No.5

1. Price determination under perfect competition market. (Mar.2022)
2. Price determination under monopoly. (Mar.2022) Aug.2022 Feb.2023
3. Oligopoly features. Aug.2022 Feb.2023

SHORT ANSWERS

1. Business economics objectives. Aug.2022
2. Marginal cost. Aug.2022
3. Demand function.
4. Giffens Paradox.
5. Determinants of demand. Aug.2022
6. Supply function.
7. Production function. (Aug.2022Mar.2022)
8. Average and marginal product.
9. Explicit cost
10. Budget line.
11. Kinked demand curve.
12. Price discrimination.
13. Skimming price.
14. Product differentiation.
15. Perfect competition vs. monopolistic competition.



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