

**B.Com. (Part-I) (Management & Entrepreneurship Development) Semester-I (CBCS)**  
**Examination**

# **PRINCIPLES OF BUSINESS ECONOMICS & MANAGEMENT-I**

## **BCE-14**

Time : Three Hours]

[Maximum Marks : 80]

## **SECTION—A**

## Multiple Choice Questions (MCQs) :

## **SECTION—B**

1. (a) Explain the role of government in economy. 4

OR

- (b) Distinguish between directing and controlling.

2. (a) Explain the Law of Demand in short. 4

OR

- (b) Explain the concept of perfect competition.

3. (a) Explain the concept of Macroeconomics. 4

OR

- (b) Explain about Business Cycles.

4. (a) Explain the concept of Human Resource Management. 4

OR

- (b) Explain the concept of Supply Chain Management.

5. (a) What are the characteristics of business strategy with explanation ? 4

OR

- (b) Explain concept of Strategic Management.

## **SECTION—C**

1. (a) Explain the contribution of Henri Fayols in management. 8

OR

- (b) Briefly explain the functions of management.

2. (a) Explain the production and Cost Analysis Concept. 8

**OR**

(b) Explain the feature of monopoly and oligopoly.

3. (a) Explain the various types of money's functions. 8

**OR**

(b) Explain the concept of business cycle in economics and its importance.

4. (a) Explain Supply Chain Management Flow and Role in Business. 8

**OR**

(b) What are the business ethics and Social Responsibilities of business ?

5. (a) Explain operations of business. 8

**OR**

(b) What are the future trends in Business Management ? Explain in brief.