

D 53601

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following.  
Each question carries 2 marks.*

1. Define utility maximisation model.
2. What is demand function ?
3. What is elasticity of demand ?
4. What is the meaning of supply ?
5. Define cross elasticity.
6. What is Isoquants ?
7. Define Oligopoly.
8. What is monopolistic competition ?
9. What is supply schedule ?
10. Define opportunity cost.
11. Define economies of scale.
12. What is business cycle ?
13. What is meant by perfect competition ?
14. Define managerial economics.
15. What is Production function ?

(15 × 2 = 30 Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer the following.  
Each question carries 5 marks.*

16. Explain the movements along the demand curve.
17. Explain the principles of managerial economics.
18. Discuss the determinants of supply.
19. Explain marginal products.
20. How will you explain Diseconomies Of scale ?
21. Explain the pricing under oligopoly.
22. Discuss the use of economic forecast.
23. What are the factors determining the cost of production ?

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. What is Managerial economics and explain the objectives and features of managerial economics in business ?
25. Discuss the various quantitative methods used in forecasting.
26. What is market structure and explain the different types of market structure.
27. Explain the law of return to scale.

(2 × 10 = 20 marks)

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NOVEMBER 2022**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following.  
Each question carries 2 marks.*

1. Define the term Managerial Economics.
2. What is Opportunity Cost Principle ?
3. What is Veblen effect ?
4. State the Law of Demand.
5. What is infinitely elastic demand ?
6. What is Money Cost ?
7. What is meant by price leadership ?
8. Define ordinal utility.
9. What is shut down point ?
10. State the meaning of Price discrimination.
11. Define penetration pricing policy.
12. What is Monopoly ?
13. What is price elasticity of demand ?
14. What is Isoquant curve ?
15. What is Arc elasticity ?

(15 × 2 = 30 Marks ; Ceiling 25 marks)

**Turn over**

**Part B**

*Answer the following.  
Each question carries 5 marks.*

16. 'Demand curve slopes downward'. Discuss.
17. Briefly discuss the utility maximisation model.
18. Draw a supply curve and show the extension and contraction of supply ?
19. What are the uses of elasticity in analysing demand ?
20. Distinguish between perfect competition and monopoly.
21. Explain the scope of managerial economics ?
22. Define Demand Estimation, What are the steps involved in Demand Estimation ?
23. Explain the cost-output relationship in the Long-Run and Short-Run.

(8 × 5 = 40 Marks ; Ceiling 35 marks)

**Part C**

*Answer two questions.  
Each question carries 10 marks.*

24. What is economic forecasting and explain the various techniques of economic forecasting ?
25. What is perfect competition ? Explain the price determination under perfect competition in the short-run and long-run with a diagrammatic illustration.
26. Discuss economies of scale and diseconomies of scale and various factors causing it.
27. What are the different phases of a business cycle ?

(2 × 10 = 20 marks)

D 13542

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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer the following.**Each question carries 2 marks.*

1. Define Sunk cost.
2. What is Substitution effect ?
3. What is Unit elasticity of demand ?
4. Define kinked demand curve.
5. What is Giffen Paradox ?
6. What is meant by Duopoly ?
7. What are strategies of pricing of new products ?
8. What is meant by principle of Contribution ?
9. Briefly explain the importance of the law of demand.
10. What is meant by diseconomies of scale ?
11. What is shut down point ?
12. What is meant by price leadership ?
13. Define Perfect competition.
14. Define cardinal utility.
15. What are the objectives of managerial economics ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer the following.  
Each question carries 5 marks.*

16. What are the various exceptions to the law of demand ?
17. Explain various methods to determine the prices of products and services.
18. What is meant by monopoly ? Explain and illustrate diagrammatically the long-run equilibrium of the monopoly firm.
19. What is penetration price strategy ? Under what circumstances a firm shall adopt this strategy ?
20. Draw a supply curve and show the extension and contraction of supply.
21. Briefly explain the assumptions of Baumols' Model of Sales Revenue Maximization.
22. What are the factors determining the cost of production ?
23. Define Demand Estimation. What are the steps involved in Demand Estimation ?

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.*

24. Explain and illustrate diagrammatically Law of Diminishing Returns (Law of Variable Proportions) and its assumptions.
25. Briefly explain different quantitative methods used for forecasting.
26. Discuss various principles of managerial economics with examples.
27. Define Cross elasticity of demand. Briefly explain the importance and types of cross elasticity of demand.

(2 × 10 = 20 marks)

**D 12583**

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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least **ten** questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. What do you mean by Law of diminishing marginal utility ?
2. Define Implicit Cost.
3. What is collusive oligopoly ?
4. What is discounting principle ?
5. Define Market demand curve.
6. What is meant by going rate pricing ?
7. State the law of supply.
8. What is Giffen Paradox ?
9. What is meant by diseconomies of scale ?
10. What is Arc elasticity ?
11. What is shut down point ?
12. What are the characteristics of Managerial Economics ?
13. Define skimming pricing policy.
14. Distinguish between autonomous demand and derived demand.
15. Explain the relationship between total cost and marginal cost.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Define Business cycle. Briefly explain different types of business cycle.
17. What are the uses of elasticity in analysing demand ?
18. Explain the scope of managerial economics.
19. What is penetration price strategy ? Under what circumstances a firm shall adopt this strategy ?
20. How does the equilibrium of a firm under perfect competition differ from that of monopolistic competition ?
21. What are the various exceptions to the law of demand ?
22. Define Price leadership. What are the different types of price leadership ?
23. What are the factors determining the cost of production ?

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

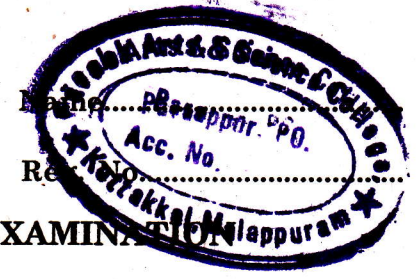
24. What is meant by monopoly ? Explain and illustrate diagrammatically the short-run and long-run equilibrium of the monopoly firm.
25. Define price elasticity of demand. Explain different types of price elasticity with the help of diagram.
26. Define Managerial Economics. Discuss the importance and objectives of managerial economics.
27. Explain the cost-output relationship in the Long-Run and Short-Run.

(2 × 10 = 20 marks)



D 93736

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**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
NOVEMBER 2020**

(CBCSS)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. What is Perfect competition ?
2. What is Marginal Utility ?
3. Define Marginal Cost.
4. What is Law of Demand ?
5. What is discounting ?
6. What is meant by managerial economics ?
7. What is demand function ?
8. What do you mean by income elasticity of demand ?
9. Define average revenue.
10. What is value maximization ?
11. State the meaning of isoquant.
12. What do you mean by sales maximization ?
13. What is business forecasting ?
14. Write a note on variable cost ?
15. What is price leadership ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain different types of elasticity.
17. What are the diseconomies of large scale operation ?
18. Describe about the law of supply.
19. Explain the relationship between average revenue and marginal revenue.
20. Define managerial economics and explain the scope of managerial economics.
21. What are the features of perfect competition ?
22. Explain kinked demand curve.
23. What is oligopoly ? Explain its features.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

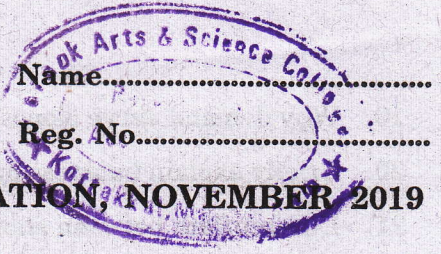
24. Briefly explain demand. What are the determinants of demand ?
25. What is monopolistic competition ? Explain the features of monopolistic competition.
26. State the meaning and objective of managerial economics. Examine value maximization and sales maximization principle.
27. The most we can say about the Demand Curve is that it slopes down unless it slopes up. Discuss.

(2 × 10 = 20 marks)



**D 73050**

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**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CBCSS)

**BBA 1C 01—MANAGERIAL ECONOMICS**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following, each question carries 2 marks.*

1. What is Oligopoly competition ?
2. What do you mean by the term Utility and demand ?
3. Give the assumption of indifference curve.
4. What is Monopoly ?
5. What do you mean by Elasticity of demand ?
6. Explain the relationship between average revenue and marginal revenue.
7. Describe the optimum level of satisfaction.
8. State the meaning of cross elasticity.
9. What is accounting cost ?
10. Write a note on discounting.
11. Differentiate between fixed cost and variable cost.
12. What is kinked demand curve ?
13. What is market demand ?
14. What is economic cost ?
15. How does the long term cost differ from short term cost ?

(15 × 2 = 30 marks, Ceiling 25 marks)

**Part B**

*Answer the following, each question carries 5 marks.*

16. State law of supply.
17. Explain the scope of business economics.
18. Account for the causes of economic problem.

**Turn over**



19. Why demand curve slopes downward ?
20. Briefly explain business cycle.
21. Differentiate between short run demand and long run demand.
22. Describe about internal economies of scale.
23. State the factors affecting price elasticity of demand.

(8 × 5 = 40 marks, Ceiling 35 marks)

### Part C

*Answer any two of the following, each question carries 10 marks.*

24. How can we determine price and output under monopolistic competition ?
25. Define the law of demand. State the assumptions and exemptions to the law.
26. What is price elasticity ? Explain degree of price elasticity of demand.
27. What is revenue ? With the help of diagram explain the relationship between TR,MR and AR.

(2 × 10 = 20 marks)