

**First Semester FYUGP Degree (Reg) Examination November
2025**

KU1DSCBBA101 - MANAGERIAL ECONOMICS

2025 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. What is cost-plus pricing?
2. Write the nature of price takers in perfect competition.
3. What are the key features of managerial economics?
4. What is Managerial Economics?
5. Define demand.
6. Define marginal utility
7. Write the nature of labour, as a factor of production?
8. What is constant returns to scale?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain income elasticity of demand
10. Discuss the factors that influence demand for a product.
11. Explain the concept of supply
12. Discuss the importance of labor in the production process.
13. Discuss the role of economies of scale.
14. Analyze the cost-output relationship in the long run.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Analyze the advantages and disadvantages of using penetration pricing for a newly launched product.
16. Evaluate the significance of managerial economics in modern business environments.