

**First Semester FYUGP Degree Supplementary Examination
January 2025**

KU1DSCBBA101 - MANAGERIAL ECONOMICS

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Explain the interdisciplinary nature of managerial economics
2. Differentiate micro and macroeconomics.
3. Define price elasticity of demand
4. Explain the concept of cross elasticity of demand.
5. Define marginal utility
6. What is price discrimination?
7. Define oligopoly
8. List the objectives of pricing.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Discuss the importance of demand forecasting for a business.
10. What are the exceptions of law of demand?
11. Explain the concept of supply
12. Explain the price determination process in perfect competition
13. Explain the nature of Duopoly
14. What is price dumping. Write its relevance.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Explain law of variable proportion. What are its assumptions and reasons for law of variable proportion?
16. What are the assumptions and uses of break-even analysis?
17. Explain how the nature and scope of managerial economics.