K21U 6745

Reg. No. : ....

Name : ....

I Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S.– O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2021
(2019 Admission Onwards)
Complementary Elective Course
1C02 BBA/BBA(RTM) : MANAGERIAL ECONOMICS

Time : 3 Hours   Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **one** mark.

1. Define managerial economics.

2. What is meant by decision making ?

3. State the law of supply.

4. What is opportunity cost ?

5. Define price discrimination.

6. What is meant by Price Skimming ?   (6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks :

7. Managerial economics is pragmatic. Elucidate the statement.

8. Explain the price elasticity of demand.

9. When the price of product was Rs. 5 per kg, the quantity demanded of it was 10 kg. The price of the product was reduced to Rs.4 per kg, the quantity demanded raised to 15 kg. You are asked to calculate the price elasticity of demand.

10. What is the difference between fixed and variable cost ?

11. Explain the law of diminishing marginal utility.

12. What is meant by shifts in supply ?

13. Explain the term legal monopoly.

14. What is production function ?   (6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Distinguish between economics and managerial economics.

16. State law of demand. Explain its exceptions.

17. What are the factors determining market demand ?

18. Explain three methods of measuring elasticity.

19. What are the features of monopoly ?

20. Diagrammatically explain the AR and MR under imperfect competition.   (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the nature and scope of managerial economics.

22. Explain the equilibrium of firm under perfect competition with the help of diagrams.

23. How the price and output is determined under monopoly ?

24. Briefly discuss various pricing methods adopted by different business organisations.   (2×5=10)

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