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B Com
Name..... 7

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

(CUCBCSS—UG)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Questions)

*Answer all ten questions.
Each question carries 1 mark.*

Choose the correct answer :

1. Managerial Economics ———.
 - (a) Deals only with micro aspects.
 - (b) A normative science.
 - (c) Deals only with practical aspects.
 - (d) All of the above.
2. The term managerial economics was coined by :
 - (a) Adam Smith.
 - (b) Peter Drucker.
 - (c) Joel Dean.
 - (d) Alfred Marshall.
3. ——— means an attempt to determine the factors affecting the demand of a commodity or service and to measure such factors and their influences.
 - (a) Demand planning.
 - (b) Demand forecasting.
 - (c) Demand analysis.
 - (d) Demand estimation.
4. In perfect completion, a firm is ———.
 - (a) Price maker.
 - (b) Price taker.
 - (c) Both a price maker and price taker.
 - (d) None of the above.

Turn over

5. The cause of emergence of monopoly is/are _____.
- Concentration of ownership of raw materials.
 - State regulation.
 - Public utility services.
 - All of these.

Fill in the blanks :

6. Want satisfying power of commodity is called _____.
7. Demand = Desires + _____ + willingness to pay.
8. During recession the government increases public _____.
9. The lowest point of a business cycle is _____.
10. A monopoly firm is a price _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.
Each question carries 2 marks.

- What is law of demand ?
- What is decision-making ?
- What do you mean by Giffen paradox ?
- What is production function ?
- Define elasticity of demand.
- What is oligopoly ?
- What is price elasticity of demand.
- What is house hold demand ?
- Define trade cycle.
- What is cross elasticity of demand ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Mention the important areas of decision-making.
22. What are the characteristics of oligopoly?
23. What are the objectives of managerial economics?
24. Discuss the determinants of elasticity of demand.
25. What are the important causes of business cycle?
26. What are the differences between perfect competition and monopoly?
27. What are the different types of price elasticity of demand?
28. What are the factors determining market demand?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. Discuss the various phases of a business cycle. Explain its characteristics.
30. What is monopoly? Explain the features and causes of monopoly.
31. Explain the methods of demand forecasting.

(2 × 15 = 30 marks)