

**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)