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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following.  
Each question carries 2 marks.*

1. Define the term Managerial Economics.
2. What is Opportunity Cost Principle ?
3. What is Veblen effect ?
4. State the Law of Demand.
5. What is infinitely elastic demand ?
6. What is Money Cost ?
7. What is meant by price leadership ?
8. Define ordinal utility.
9. What is shut down point ?
10. State the meaning of Price discrimination.
11. Define penetration pricing policy.
12. What is Monopoly ?
13. What is price elasticity of demand ?
14. What is Isoquant curve ?
15. What is Arc elasticity ?

(15 × 2 = 30 Marks ; Ceiling 25 marks)

**Turn over**

**Part B**

*Answer the following.  
Each question carries 5 marks.*

16. 'Demand curve slopes downward'. Discuss.
17. Briefly discuss the utility maximisation model.
18. Draw a supply curve and show the extension and contraction of supply ?
19. What are the uses of elasticity in analysing demand ?
20. Distinguish between perfect competition and monopoly.
21. Explain the scope of managerial economics ?
22. Define Demand Estimation, What are the steps involved in Demand Estimation ?
23. Explain the cost-output relationship in the Long-Run and Short-Run.

(8 × 5 = 40 Marks ; Ceiling 35 marks)

**Part C**

*Answer two questions.  
Each question carries 10 marks.*

24. What is economic forecasting and explain the various techniques of economic forecasting ?
25. What is perfect competition ? Explain the price determination under perfect competition in the short-run and long-run with a diagrammatic illustration.
26. Discuss economies of scale and diseconomies of scale and various factors causing it.
27. What are the different phases of a business cycle ?

(2 × 10 = 20 marks)