

D 53601

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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

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

1. Define utility maximisation model.
2. What is demand function ?
3. What is elasticity of demand ?
4. What is the meaning of supply ?
5. Define cross elasticity.
6. What is Isoquants ?
7. Define Oligopoly.
8. What is monopolistic competition ?
9. What is supply schedule ?
10. Define opportunity cost.
11. Define economies of scale.
12. What is business cycle ?
13. What is meant by perfect competition ?
14. Define managerial economics.
15. What is Production function ?

(15 × 2 = 30 Maximum ceiling 25 marks)

Turn over

Part B

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

16. Explain the movements along the demand curve.
17. Explain the principles of managerial economics.
18. Discuss the determinants of supply.
19. Explain marginal products.
20. How will you explain Diseconomies Of scale ?
21. Explain the pricing under oligopoly.
22. Discuss the use of economic forecast.
23. What are the factors determining the cost of production ?

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

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

24. What is Managerial economics and explain the objectives and features of managerial economics in business ?
25. Discuss the various quantitative methods used in forecasting.
26. What is market structure and explain the different types of market structure.
27. Explain the law of return to scale.

(2 × 10 = 20 marks)