FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS - UG)

(Regular/Supplementary/improvement)

CC19U BBA1 C01 - MANAGERIAL ECONOMICS

(Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours   Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Write any two uses of Macro Economics.

2. Distinguish Individual Demand Schedule and Market Demand Schedule.

3. What is perfectly inelastic demand?

4. What is negative cross elasticity?

5. Write any two importance of demand forecasting.

6. What is relatively inelastic supply?

7. Write any two peculiarities of Capital.

8. What are the Laws of production?

9. What is revenue concept?

10. What is reserve price?

11. What is producers surplus?

12. What are the important conditions of perfect competition?

13. What is kinked demand curve?

14. What is price leadership?

15. What are cyclical fluctuations?

(Ceiling: 25 Marks)

Answer *all* questions. Each question carries 5 marks.

16. Explain the differences between Managerial Economics and Economics.

17. Explain the differences between Value Maximisation and Baumol's Sales Maximisation Model.

18. What is price of related goods? Write its categories.

19. What is supply schedule? Explain supply schedule.

20. How to select optimum or least cost combination?

21. Explain the various internal economies.

22. How does the equilibrium of a firm under perfect competition differ from that of monopolistic competition?

23. What are the criteria used in selection of a forecasting technique?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. State and illustrate the Law of Diminishing Marginal Utility.

25. Define elasticity of supply. What are the different types of measurement of elasticity of supply.

26. What are the main characteristics of monopolistic competition?Explain the equilibrium of firms in the short run and long run under momopolistic competition?

27. Define business and economic forecasting.Discuss its importance in the modern business world.

(2 × 10 = 20 Marks)

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