FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2021
(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA1 C01 - MANAGERIAL ECONOMICS
(Commerce - 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. What is Macro economics?

2. What is Zero income elasticity?

3. What is extrapolation method?

4. Write any two assumptions of the Law of Diminishing Marginal Utility.

5. State the Law of supply.

6. What is Arc elasticity?

7. What is the formula of Cobb-Douglas production function?

8. What is cost function?

9. Write any two features of Isoquant.

10. What is reserve price?

11. What is pure competition?

12. Distinguish between monopoly and monopolistic competition.

13. What are the wastes of monopilistic competition?

14. What is oligopoly?

15. What is depression?

                                                                    (Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain characteristics of Managerial Economics.

17. What is Sales Maximisation and what are the assumptions of Sales Maximisation Model?

18. Discuss various factors governing demand.

19. Expain Unitary Elasticity with diagram.

20. Explain the various internal economies.

21. What are the reasons for price rigidity?

22. Explain pricing under price leadership.

23. Discuss the importance of economic and business forecasting

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. State the Law of Demand. What are its essentials?

25. Distinguish the three stages of short period production function .

26. Explain and illustrate Paul M Sweezy's Kinked Demand Model Of Oligopoly. What are the criticisms raisd against it?

27. Briefly discuss the various methods of economic and business forecasting with merits and demerits of each.

(2 × 10 = 20 Marks)

****