

24U156S

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Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

CC19U BBA1 C01 - MANAGERIAL ECONOMICS

(BBA - Complementary Course)

(2019 to 2023 Admissions - Supplementary/Improvement)

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 Principle of Incrementalism?
2. What is Capital Budgeting?
3. Write any two assumptions of Sales Maximisation Model.
4. Distinguish Individual demand curve and Market demand curve.
5. What is Demonstration Effect?
6. What is consumers interview method?
7. What do you mean by total utility?
8. What is relatively elastic supply?
9. What is Isoquant?
10. What is economies of scale?
11. What is reserve price?
12. Distinguish between monopoly and monopolistic competition.
13. What is kinked demand curve?
14. What is price leadership?
15. What is depression?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What is Cross Elasticity and explain types of cross elasticity of demand.
17. Describe movements on the supply curve.
18. Compare land and capital as factors of production.

19. Explain the three stages of production in the short run.
20. What are the differences between Marginal Revenue and Incremental Revenue?
21. Distinguish between normal price and market price.
22. What is perfect competition? What are the assumptions underlying in perfect competition?
23. How is the accuracy of forecasting methods evaluated?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Define the concept of elasticity of demand. Explain degrees of elasticity of demand with diagrams.
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 monopolistic competition.
27. Define business and economic forecasting. Discuss its importance in the modern business world.

(2 × 10 = 20 Marks)
