

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

(CBCSS - UG)

CC19UBBA1C01 - MANAGERIAL ECONOMICS

(BBA - Complementary Course)

(2019 to 2023 Admissions - Supplementary)

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 demand analysis and forecasting?
2. What is Law Demand?
3. What is perfectly inelastic demand?
4. What is consumer clinics?
5. What is supply schedule.
6. What is Elasticity of supply?
7. What are the assumptions of production function?
8. What are implicit cost?
9. Isoquant have negative slope. Why?
10. What is external economics?
11. What are the important conditions of perfect competition
12. What are the features of monopoly? How does it differ from pure competition?
13. What is kinked demand curve?
14. What is price leadership?
15. What are random variations?

(Ceiling: 25 Marks)**Part B (Paragraph questions)**Answer ***all*** questions. Each question carries 5 marks.

16. What is Equi- Marginal Principle?

17. Write a short note on shifts on demand curve with diagram.
18. What are the limitations of Law of Diminishing Marginal Utility?
19. What are the factors affecting price elasticity of supply?
20. Explain increasing returns to scale.
21. What are the wastages of monopolistic competition?
22. State the various factors affecting business activity.
23. Briefly explain the various methods of economic and business forecasting

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Explain Sales Maximisation Model. What are the assumptions and Limitations of this model?
25. Discuss the various methods of measuring the Elasticity of Demand.
26. Illustrate some perfect and imperfect situations. Also illustrate how price is determined under these situations?
27. In perfect competition a seller in equilibrium does not determine price, but adjusts his output to the prevailing price. Explain and discuss this statement with illustration.

(2 × 10 = 20 Marks)
