

22U144

(Pages: 2)

Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA1 C01 - MANAGERIAL ECONOMICS

(BBA - 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. Define welfare definition.
2. Write any two nature of Managerial Economics.
3. What are the limitations of Value Maximisation Model?
4. What is Market Demand Curve?
5. Define Elasticity of Demand.
6. What is Zero Cross Elasticity?
7. What is supply curve?
8. What is unitary elastic supply?
9. Write any two methods for measuring price elasticity of supply.
10. What is Isoquant map?
11. What is internal economics?
12. What is product differentiation?
13. What is non price competition?
14. What is kinked demand curve?
15. Define economic forecasting.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Write a short note on shifts on demand curve with diagram.

17. What do you mean by statistical method and explain the methods used in it?
18. Distinguish between land and capital.
19. Explain increasing returns to scale.
20. Discuss the various forms of market structure.
21. What are the arguments against monopoly?
22. What is oligopoly? How are price and output decisions taken in oligopoly?
23. State the striking features of boom.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Critically examine the Law of Diminishing Marginal Utility.
25. Illustrate the relationship between the demand and revenue.
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)
