

23U146

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Name:

Reg.No:

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

(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. What is Principle of Incrementalism?
2. Define Demand.
3. What is Demand Function.
4. What Elasticity of Demand?
5. What is extrapolation method?
6. What is proportionate method for measuring price elasticity of supply?
7. What are the assumptions of Isoquant?
8. What is reserve price?
9. What is product differentiation?
10. What are the important conditions of perfect competition?
11. Give the different types of monopoly
12. What is oligopoly?
13. What is price leadership?
14. What are random variations?
15. Distinguish between economic forecasting and business forecasting.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain nature of Managerial Economics.

17. Explain criticisms against Sales Maximisation Model.
18. What is Income elasticity and explain importance of income elasticity?
19. Distinguish individual supply curve and market supply curve.
20. Explain types of elasticity of supply.
21. Explain organisation function.
22. The Law of Diminishing Returns is other wise called Law of Variable Proportions. Justify.
23. Explain the relationship between Total cost, Average cost and Marginal cost.

(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. Explain various diseconomies of scale.
26. Explain and illustrate Paul M Sweezy's Kinked Demand Model Of Oligopoly. What are the criticisms raised against it?
27. Define business and economic forecasting. Discuss its importance in the modern business world.

(2 × 10 = 20 Marks)
