

19U147

(Pages: 2)

Name:

Reg. No.....

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS UG)

CC19U BBA1 C01 – MANAGERIAL ECONOMICS

(Complementary Course)

(2019 Admission Regular)

Time: 2½ Hours

Maximum: 80 Marks

Credit: 4

Part A (Short Answer Type)

Each question carries 2 marks.

1. Define Economics.
2. What is Isoquant?
3. What is supply schedule?
4. What is collusive oligopoly?
5. Define demand.
6. What is price leadership?
7. What is business forecasting?
8. Define optimum firm.
9. What are cyclical fluctuations?
10. What you mean by value maximization?
11. Define production.
12. What is price discrimination?
13. What is utility?
14. What is recession?
15. What you mean by shift in demand?

(Ceiling 25 Marks)

Part B (Paragraph Type)

Each question carries 5 marks.

16. What are the principles of managerial economics?
17. Explain how the concept of business cycle is useful in managerial decision making.
18. What are the determinants of supply?
19. Explain Cobb-Douglas production function.
20. What are the arguments against monopoly?
21. Why demand curve slopes downward?

22. Discuss the economies and diseconomies of large scale production.
23. Explain and illustrate Paul M Sweezy's Kinked demand model of oligopoly.

(Ceiling 35 Marks)

Part C (Essay Type)

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

24. What is forecasting? Explain various methods of Economic forecasting.
25. "The laws of diminishing returns and increasing return are the two phases of the law of variable proportion"- Discuss.
26. What is elasticity of demand? State the factors determining elasticity.
27. What are the characteristics of monopolistic competition? Explain the equilibrium of the firms in the short run and long run under monopolistic competition.

(2 x 10 = 20 Marks)
