

D 93707

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Name.....

Reg. No.....

FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Decision-making and _____ are the two important functions of executives of business firms.
 - a) Forward planning.
 - b) Directing.
 - c) Supervising.
 - d) Administration.
2. Managerial economics is also called :
 - a) Microeconomics.
 - b) Theory of the firm.
 - c) Economics of the firm.
 - d) All of the above.
3. _____ is known as the "first law in market".
 - a) Law of supply.
 - b) Law of consumption.
 - c) Law of demand.
 - d) Law of production.
4. Which is not a property of Isoquants ?
 - a) Downward sloping.
 - b) Convex.
 - c) Negative slope.
 - d) Positive slope.
5. Which is/are the salient features of monopolistic competition ?
 - a) Large number of sellers.
 - b) Normal profit.
 - c) Free entry and exit of firms in industry.
 - d) All of these.

Turn over

Fill in the blanks :

6. In economics, desire backed by purchasing power is known as _____.
7. Law of demand shows the functional relationship between _____ and quantity demanded.
8. During boom the Central Bank _____ the interest rates.
9. Policy of the government regarding taxation and public expenditure is _____ policy.
10. _____ goods are exception to law of demand.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. What is demand analysis ?
12. What are economies of scale ?
13. What is demand ?
14. What is trade cycle ?
15. What is elasticity of demand ?
16. What is market demand ?
17. What do you mean by forward planning ?
18. What do you mean by managerial economics ?
19. What is monopoly ?
20. What is market ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the uses of managerial economics ?
22. What are the importances of elasticity of demand ?
23. What are the steps in demand estimation ?
24. Explain the qualities of good demand forecasting.

25. What are the differences between economics and managerial economics ?
26. What are the characteristics of a business cycle ?
27. What are the important areas of decision-making ?
28. What are the different types of income elasticity ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. What is perfect competition ? Explain the features of perfect competition.
30. Explain the economies and diseconomies of scale.
31. What do you mean by trade cycles ? Explain the different phases of trade cycles.

(2 × 15 = 30 marks)