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Name.....

Reg. No.....

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

(CBCSS)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. What is Perfect competition ?
2. What is Marginal Utility ?
3. Define Marginal Cost.
4. What is Law of Demand ?
5. What is discounting ?
6. What is meant by managerial economics ?
7. What is demand function ?
8. What do you mean by income elasticity of demand ?
9. Define average revenue.
10. What is value maximization ?
11. State the meaning of isoquant.
12. What do you mean by sales maximization ?
13. What is business forecasting ?
14. Write a note on variable cost ?
15. What is price leadership ?

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least five questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. Explain different types of elasticity.
17. What are the diseconomies of large scale operation ?
18. Describe about the law of supply.
19. Explain the relationship between average revenue and marginal revenue.
20. Define managerial economics and explain the scope of managerial economics.
21. What are the features of perfect competition ?
22. Explain kinked demand curve.
23. What is oligopoly ? Explain its features.

(5 × 6 = 30 marks)

Section C

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

24. Briefly explain demand. What are the determinants of demand ?
25. What is monopolistic competition ? Explain the features of monopolistic competition.
26. State the meaning and objective of managerial economics. Examine value maximization and sales maximization principle.
27. The most we can say about the Demand Curve is that it slopes down unless it slopes up. Discuss.

(2 × 10 = 20 marks)