



K23U 4041

Reg. No. :

Name :

**I Semester B.B.A./B.B.A.(RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2023
(2019 Admission Onwards)
Complementary Elective Course
1C02BBA/BBA(RTM) : MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 40

PART – A

(6×1=6)

Answer **all** questions. **Each** question carries **1** mark.

1. What is managerial economics ?
2. What are the models of operations research used in taking managerial decisions ?
3. What do you mean by law of demand ?
4. What do you mean by durable goods ?
5. What is incremental cost ?
6. Define imperfect competition.

PART – B

(6×2=12)

Answer **any 6** questions. **Each** question carries **2** marks.

7. Give any five examples for elastic goods.
8. State the role and responsibilities of managerial economist.
9. Discuss about relatively inelastic demand.
10. What are the various types of income elasticity of demand ?
11. What is total cost ?
12. Explain long run cost.
13. Where does pure competition market exist ?
14. How price is determined in perfect competition market in the long run ?

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PART – C

(4×3=12)

Answer **any 4** questions. **Each** question carries **3** marks.

15. Analyse the relationship of managerial economics with other disciplines.
16. Explain law of diminishing marginal utility.
17. What is cross elasticity of demand ?
18. Explain Giffen goods.
19. Explain short run average fixed cost.
20. What are the factors that affect supply ?

PART – D

(2×5=10)

Answer **any 2** questions. **Each** question carries **5** marks.

21. Why managerial economics is important for business operations ?
 22. Explain price elasticity of demand.
 23. Why are variable costs more relevant than fixed costs in short-term decision-making ?
 24. Explain the characteristics of perfect competition.
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K22U 3390

Reg. No. :

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(2019 Admission Onwards)

COMPLEMENTARY ELECTIVE COURSE
1C02BBA/BBA (RTM) : Managerial Economics

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is Giffen Paradox ?
2. What is Incremental Revenue ?
3. What is Aggressive Price Leadership ?
4. What is Perfect Competition ?
5. Mention any two objective of Managerial Economics.
6. What is Price Dumping ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What are the features of Production Possibility Curve ?
8. What is Least-cost input combination ?
9. What is Supply Schedule ?

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10. What do you mean by Shift in Demand ?
11. What is Marginal Cost ? If, the total cost for the production of 100 units is Rs. 5,000 and the production of one more unit costs Rs. 5,000. What is the marginal cost ?
12. What is Individual Demand Schedule and Market Demand Schedule ?
13. What is Isoquant Curve ?
14. What is principle of Equi-Marginal Utility ? **(6x2=12)**

PART - C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Explain the characteristics of Demand.
16. State the Cobb-Douglas production function.
17. What are the important features of monopoly ?
18. Explain the terms short run and long run in a production function.
19. What is Law of Returns to scale ? Explain its three types.
20. What are the important Pricing strategies ? **(4x3=12)**

PART - D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Briefly explain the different types of Demand.
22. Explain the Cost Output Relationship in the Short-run.
23. What are the difference between Perfect Competition and Monopolistic Competition ?
24. What are the different types of Elasticity of demand ? Explain briefly Income Elasticity. **(5x2=10)**



K21U 6745

Reg. No. :

Name :

**I Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S.– O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2021
(2019 Admission Onwards)
Complementary Elective Course
1C02 BBA/BBA(RTM) : MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **one** mark.

1. Define managerial economics.
2. What is meant by decision making ?
3. State the law of supply.
4. What is opportunity cost ?
5. Define price discrimination.
6. What is meant by Price Skimming ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks :

7. Managerial economics is pragmatic. Elucidate the statement.
8. Explain the price elasticity of demand.
9. When the price of product was Rs. 5 per kg, the quantity demanded of it was 10 kg. The price of the product was reduced to Rs.4 per kg, the quantity demanded raised to 15 kg. You are asked to calculate the price elasticity of demand.
10. What is the difference between fixed and variable cost ?

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11. Explain the law of diminishing marginal utility.
12. What is meant by shifts in supply ?
13. Explain the term legal monopoly.
14. What is production function ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Distinguish between economics and managerial economics.
16. State law of demand. Explain its exceptions.
17. What are the factors determining market demand ?
18. Explain three methods of measuring elasticity.
19. What are the features of monopoly ?
20. Diagrammatically explain the AR and MR under imperfect competition. **(4×3=12)**

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the nature and scope of managerial economics.
22. Explain the equilibrium of firm under perfect competition with the help of diagrams.
23. How the price and output is determined under monopoly ?
24. Briefly discuss various pricing methods adopted by different business organisations. **(2×5=10)**

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K19U 3291

Reg. No. :

Name :

I Semester B.B.A/B.B.A(RTM) Degree (CBCSS(OBE)-Regular)
Examination, November- 2019
(2019 Admission)

COMPLEMENTARY ELECTIVE COURSE
1C 02BBA/BBA(RTM) : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 40

PART - A

Answer **All** questions. Each question carries **One** mark. (6×1=6)

1. What is meant by incremental cost?
2. What is contribution?
3. What is giffens goods?
4. State the meaning of cross elasticity of demand.
5. State any two types of demand.
6. What is sunk cost?

PART - B

Answer any **Six** questions. Each question carries **Two** marks.(6×2=12)

7. State any four points of difference between economics and managerial economics.
8. Discuss the relationship of managerial economics with mathematics.
9. Explain the law of equi-marginal utility.
10. State the assumptions to the law of demand.
11. Discuss the significance of elasticity of demand.
12. State the meaning of fixed cost and variable cost.
13. What are the determinants of supply?
14. What are the features of perfect competition?

P.T.O.

**PART-C**

Answer any **Four** questions. Each question carries **Three** marks. **(4×3=12)**

15. Explain any three fundamental concepts of managerial economics.
16. State the scope of managerial economics.
17. Discuss the factors affecting price elasticity of demand.
18. Explain.
 - a) Explicit cost and implicit cost
 - b) Accounting cost and economic cost
19. Define supply. Explain the law of supply.
20. Explain the methods of pricing of new products.

PART - D

Answer any **Two** questions. Each question carries **Five** marks. **(2×5=10)**

21. Define managerial economics. Explain its characteristics and importance.
22. What are the determinants of demand?
23. Explain cost-output relationship in the short run.
24. What is monopoly? State its features. How price is determined under monopoly?



K20U 3291

Reg. No. :

Name :

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Examination, November 2020
(2019 Admn. Onwards)
Complementary Elective Course
1C02BBA/BBA(RTM) : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is equi-marginal principle ?
2. What is decision making ?
3. State the meaning of marginal utility.
4. What is demand schedule ?
5. What is consumer equilibrium ?
6. What is explicit cost ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Mention any four objectives of managerial economics.
8. State the relationship of managerial economics with statistics.
9. Discuss the law of diminishing marginal utility.
10. What are the determinants of demand ?
11. Why does demand curve slope downwards ?
12. Discuss any four determinants of supply.
13. Explain supply schedule.
14. What are the different kinds of monopoly ?

(6×2=12)

P.T.O.

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PART - C

Answer **any 4** questions. **Each** question carries **3** marks.

15. State the features of managerial economics.
16. Discuss the scope of managerial economics.
17. Discuss the different kinds of income elasticity.
18. Explain the law of supply.
19. Explain the cost-output relationship in the short run.
20. Explain any three methods of pricing. (4×3=12)

PART - D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define managerial economics. Explain the fundamental concepts of managerial economics.
22. Discuss the law of demand. State its exceptions and assumptions.
23. Define Cost. Explain different cost concepts.
24. What is perfect competition ? State its features. How price is determined under perfect competition ? (2×5=10)

(6×3=18)

P.T.O.