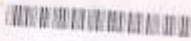


15/12/15 I sem



Reg. No. : .....

K15U 0557

Name : .....

I Semester B.B.A./B.B.A. R.T.M./B.B.A. T.T.M. Degree  
(CCSS – Reg./Supple./Improv.) Examination, November 2015  
Complementary Course BBA/BBA (RTM)/BBA (TTM)  
1C02 : BUSINESS ECONOMICS  
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. Each question carries  $\frac{1}{2}$  mark.

1. Allocation of capital among various investment projects is called
2. Expansion and contraction of demand are caused by changes in
3. Demand forecasting for a period of maximum one year is \_\_\_\_\_ forecasting.
4. Revenue per unit of a commodity sold is \_\_\_\_\_  
(4x $\frac{1}{2}$ =2)

SECTION – B

Answer any four questions. Each question carries 1 mark.

5. What is demand forecasting?
6. Define managerial economics.
7. What is opportunity cost?
8. Define marginal revenue.
9. What is supply schedule?
10. What is pure competition?

(4x1=4)

P.T.O.

K15U 0557



SECTION - C

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

11. What are the factors determining supply of a commodity ?
12. Explain diseconomies of scale.
13. Distinguish between economic and accounting cost.
14. Explain the important macro economic parameters.
15. Explain the objectives and uses of managerial economics.
16. What are the basic tools of managerial economics ?
17. Explain the methods for measuring price elasticity of demand.
18. Explain the qualities of good demand forecasting.

(6×3=18)

SECTION - D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the Law of Demand. Explain the factors determining demand.
20. What is Revenue ? With the help of a diagram explain the relationship between TR, MR and AR.
21. What is monopolistic competition ? Explain the features of monopolistic competition.

(2×8=16)