



K15U 0561-

Reg. No. :

Name :

I Semester B.B.M. Degree (CCSS – Reg./Supple./Improv.)
Examination, November 2015
(2014 Admn. Onwards)
Complementary Course
1C01 BBM : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 40

SECTION – A

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

1. Define managerial economics.
2. What do you mean by utility ?
3. What is Delphi method ?
4. What is oligopoly ? (4x $\frac{1}{2}$ = 2)

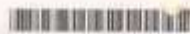
SECTION – B

Answer **any four** questions. **Each** carries 1 mark.

5. Name four characteristics of Managerial Economics.
6. What do you mean by demand forecasting ?
7. What is combined cost ?
8. What is price skimming ?
9. Explain law of demand.
10. What are the elements of decision-making ? (4x1=4)

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SECTION - C

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

11. Explain the law of Equi-Marginal Utility.
12. What are the uses of elasticity concept ?
13. What are the concepts of national income ?
14. Explain trade cycle.
15. What is consumer's surplus ? Explain.
16. Explain the different types of price leadership.
17. Why demand curve slopes downwards ?
18. Explain the characteristics of perfect competition. **(6×3=18)**

SECTION - D

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

19. Explain the factors affecting demand forecasting. What are the method of demand forecasting for new products ?
20. What is price discrimination ? Explain the types and degrees of price discrimination.
21. Explain the methods of pricing strategies. **(2×8=16)**