

## BERTHAD STREET

Reg. No. : .....

Name :

I Semester B.B.A./B.B.A. (RTM) Degree (CBCSS (OBE) – Reg./Sup./imp.)

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)

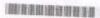
#### PART - B

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.



# PART - C

Answer any 4 questions, Each question carries 3 marks.

- 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.

- 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? (2x5=10)