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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Fourth Semester

Complementary Course – MANAGERIAL ECONOMICS

(2013 to 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. Define Managerial Economics.
2. What do you mean by Micro Economics?
3. Define Business Cycle.
4. Define Inflation.
5. What is meant by fiscal policy?
6. What is production function?
7. What is demand schedule?
8. Define penetration pricing policy.
9. What is Oligopoly?
10. What is meant by Mixed Economy?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What are the objectives of Managerial Economics?
12. Mention the importance of Price Elasticity.
13. What is Cobb-Douglas production function?
14. What is price leadership?
15. What are Isocost curves?
16. What is Cost Plus Pricing?
17. Distinguish between Perfect competition and Monopoly.

Turn over

18. What is price discrimination?
19. State the features of socialist economy.
20. Distinguish between Individual demand and Market demand.
21. What is meant by Monetary Policy?
22. What is optimum combination of input?

(8 × 2 = 16)

Part C

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

23. Explain the characteristics of managerial economics.
24. What is Capitalist Economy? Discuss its merits and demerits.
25. State the concept of consumer surplus. What are its limitations?
26. What are the properties of Isoquants?
27. What are the effects of business cycle?
28. What are the factors affecting pricing decisions?
29. What is monopolistic competition? What are the essential features of monopolistic competition?
30. Explain the differences between Managerial Economics and Pure Economics.
31. State the law of diminishing marginal utility. Bring out its practical importance.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Define Demand. Discuss the determinants of demand.
33. Discuss in detail the various functions performed by the Central Bank of a country.
34. What do you mean by Economies of Scale? Explain the different economies of scale.
35. Describe the various phases of a business cycle.

(2 × 15 = 30)