



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.

