



Reg. No. : .....

Name : .....

I Semester B.B.A./B.B.A.R.T.M./B.B.A.T.T.M. Degree (CCSS – Regular)

Examination, November 2014

(2014 Admn.)

COMPLEMENTARY COURSE

1C02 BBA/BBA(RTM)/BBA (TTM) : Business Economics

Time : 3 Hours

Max. Marks : 40

## SECTION – A

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

1. Managerial economics is essentially \_\_\_\_\_ economic character.
2. Survey of expert's opinion is also known as \_\_\_\_\_
3. A small change in price leading to a proportionately larger change in supply is a situation of \_\_\_\_\_
4. Variable cost is zero when output is \_\_\_\_\_ (4× $\frac{1}{2}$ =2)

## SECTION – B

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

5. What is Demand function ?
6. What is income elasticity of demand ?
7. What do you mean by demand estimation ?
8. Define Average Revenue.
9. Define Marginal Cost.
10. What is perfect competition ? (4×1=4)



## SECTION – C

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

11. Why does demand curve slope downward ?
12. Explain the features of monopoly.
13. Explain the factors affecting price elasticity of demand.
14. What are the objectives of long term demand forecasting ?
15. Explain the important factors determining supply of a commodity.
16. What are the different forms of price discrimination ?
17. What are the important macro economic parameters ?
18. Explain the objectives of pricing policies. (6×3=18)

## SECTION – D

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

19. Explain the scope of managerial economics.
20. Explain the methods of demand forecasting for existing product.
21. Explain the internal and external economics of scale. (2×8=16)