Reg. No. : ....

Name : ....

K19U 3291

I Semester B.B.A/B.B.A(RTM) Degree (CBCSS(OBE)-Regular)
Examination, November- 2019
(2019 Admission)
COMPLEMENTARY ELECTIVE COURSE
1C 02BBA/BBA(RTM) : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 40

PART - A

Answer **All** questions. Each question carries **One** mark.   (6×1=6)

1. What is meant by incremental cost?

2. What is contribution?

3. What is giffens goods?

4. State the meaning of cross elasticity of demand.

5. State any two types of demand.

6. What is sunk cost?

PART - B

Answer any **Six** questions. Each question carries **Two** marks.(6×2=12)

7. State any four points of difference between economics and managerial economics.

8. Discuss the relationship of managerial economics with mathematics.

9. Explain the law of equi-marginal utility.

10. State the assumptions to the law of demand.

11. Discuss the significance of elasticity of demand.

12. State the meaning of fixed cost and variable cost.

13. What are the determinants of supply?

14. What are the features of perfect competition?

P.T.O.

PART-C

Answer any **Four** questions. Each question carries **Three** marks. (4×3=12)

15. Explain any three fundamental concepts of managerial economics.

16. State the scope of managerial economics.

17. Discuss the factors affecting price elasticity of emand.

18. Explain.

   a) Explicit cost and implicit cost

   b) Accounting cost and economic cost

19. Define supply. Explain the law of supply.

20. Explain the methods of pricing of new products.

PART - D

Answer any **Two** questions. Each question carries **Five** marks.(2×5=10)

21. Define managerial economics. Explain its characteristics and importance.

22. What are the determinants of demand?

23. Explain cost-output relationship in the short run.

24. What is monopoly? State its features. How price is determined under monopoly?