Reg. No. : ....

Name : ....

Second Semester B.B.A. Degree Examination, July 2014
(Career Related FDP Under CBCSS)
Group 2 (b)
Core Course BM 1242 : MANAGERIAL ECONOMICS
(2013 Admn.)

Time : 3 Hours Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to a maximum of **two** sentences . **Each** question carries **1** mark.

1. What do you mean by elasticity of demand ?

2. What is explicit cost ?

3. Define Duopoly.

4. What are the two aspects of cost control ?

5. What do you mean by unfair competition ?

6. What is demand forecasting ?

7. What do you mean by profit forecasting ?

8. What are factors of production ?

9. What do you understand by business cycles ?

10. What is market demand ? **(10×1=10 Marks)**

SECTION – B

Answer **any 8** questions in a short paragraph. **Each** question carries **2** marks.

11. Name two kinds of monopoly.

12. What do you understand by break-even point ?

13. What are the objectives of demand analysis ?

14. What is cost-plus pricing ?

15. What do you mean by shutdown cost ?

16. Give a short note on Law of Variable Proportion.

17. Bring out the importance of pricing in economics.

18. What are the advantages of price leadership ?

19. What are the inadequacies of cost-plus pricing ?

20. What do you understand by perfect competition ?

21. List out two uses of managerial economics.

22. What is income elasticity ?   **(8×2=16 Marks)**

SECTION – C

Answer **any 6** short essays **not** exceeding **120** words. **Each** question carries **4** marks.

23. Distinguish between perfect competition and monopolistic competition.

24. Analyse the properties of isoquants.

25. Explain the functions of profit.

26. Explain the responsibility of a business economist.

27. Explain various types of elasticity of demand.

28. Describe briefly the determinants of demand.

29. What are the aims of profit policy of a business unit ?

30. Explain the methods adopted by businessmen to avoid the ill effects of business cycles.

31. Explain the Delphi method of forecasting technique.   (6×4=24 Marks)

SECTION – D

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

32. What is profit ? Discuss the functions of profit.

33. What do you mean by Oligopoly ? Elucidate the features of Oligopoly.

34. Discuss various pricing methods.

35. Discuss the different phases of business cycle.   (2×15=30 Marks)