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Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, July 2015
(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. Define Demand.
2. What do you mean by business cycles ?
3. What do you mean by Demand Analysis ?
4. What do you understand by production function ?
5. What is isoquant curve ?
6. What is meant by incremental cost ?
7. What do you mean by oligopoly ?
8. Define cost reduction.
9. What is business forecasting ?
10. What is meant by perfect competition ?

(10×1=10 Marks)

P.T.O.



SECTION – B

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

11. Write a short note on Law of Demand.
12. Distinguish between Sunk costs and incremental costs.
13. Give a brief account of Law of Variable Proportion.
14. Enumerate the factors affecting Demand Forecasting.
15. What is the significance of pricing in economics ?
16. Name two assumptions of isoquants.
17. Enumerate the methods adopted by businessmen to avoid the ill effects of business cycles.
18. What are the different phases of business cycles ?
19. What do you understand by shutdown cost ?
20. What do you mean by differential pricing ?
21. What is cost-plus pricing ?
22. What do you mean by 'income sensitivity of demand' ? **(8×2=16 Marks)**

SECTION – C

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

23. What are the characteristics of managerial economics ?
24. Explain the features of monopoly.
25. What are the different types of elasticity of demand ?



26. Enumerate the criteria of a good demand forecasting method.
27. Give a brief explanation of isoquant curves with an appropriate diagram.
28. Explain the main purpose of profit.
29. Distinguish between perfect competition and monopolistic competition.
30. What are the functions of profit ?
31. Briefly explain the responsibility of a business economist. **(6×4=24 Marks)**

SECTION – D

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

32. Discuss the determinants of demand.
 33. What are the assumptions of isoquants ?
 34. Discuss in detail different pricing methods.
 35. What do you mean by demand forecasting ? Discuss the factors involved in demand forecasting. **(2×15=30 Marks)**
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