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A – 5283

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, July 2016
(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 is managerial economics ?
2. What do you mean by factors of production ?
3. What do you understand by law of Variable Proportion ?
4. What do you mean by isoquants ?
5. What is opportunity cost ?
6. What do you mean by economies of scale ?
7. Define monopoly.
8. What is Law of Demand ?
9. What is sunk cost ?
10. What is contribution margin ?

(10×1=10 Marks)

P.T.O.



SECTION – B

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

11. Briefly explain the scope of managerial economics.
12. Enumerate the objectives of demand analysis.
13. Explain briefly the elasticity of demand.
14. Name two assumption of production function.
15. Give any two properties of isoquants.
16. What are the features of monopoly ?
17. What do you mean by joint costs ?
18. What do you understand by survey method of demand forecasting ?
19. What do you understand by Social Cost of Production ?
20. What are the different kinds of monopoly ?
21. What is the significance of demand analysis in managerial economics ?
22. Differentiate perfect competition from monopolistic competition. **(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 perfect competition ?
24. What are the assumptions of isoquants ?
25. Explain the features of oligopoly.
26. Distinguish between cost reduction and cost control.



27. Explain the recession phase of business cycle.
28. Distinguish between pure competition and perfect competition.
29. Enumerate the determinants of demand.
30. Analyse various pricing methods.
31. Describe the functions of profit.

(6×4=24 Marks)

SECTION – D

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

32. a) What are the characteristics of managerial economics ?
b) Discuss the responsibility of a business economist.
33. Discuss in detail the different phases of business cycle.
34. What is profit ? Examine the important profit theories.
35. What is meant by perfect competition ? Discuss the characteristics of perfect competition ?

(2×15=30 Marks)