



Reg. No. : .....

Name : .....

**First Semester B.B.A. Degree Examination, November 2018**  
**(Career Related First Degree Programme Under CBCSS)**  
**BM 1142 : MANAGERIAL ECONOMICS**  
**(2017 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

**PART – A**

Answer **all** questions. **Each** question carries **1** mark.

1. What is CRR ?
2. What is Production function ?
3. Explain marginal cost.
4. What is monopoly ?
5. What do you mean by inflation ?
6. What is a budget ?
7. What are giffen goods ?
8. What is cost plus pricing ?
9. What is income effect ?
10. What is utility ?

**(10×1=10 Marks)**

**PART – B**

Answer **any 8** questions. **Each** question carries **2** marks.

11. Explain the nature and scope of managerial economics.
12. What are the importance of elasticity of demand ?

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13. Distinguish between isoquants and isocost.
14. What are the factors of production ?
15. What is price determination ?
16. Explain skimming price strategy.
17. Explain the features of oligopoly.
18. What is law of return to scale ?
19. Explain revenue deficit.
20. Explain monopolistic competition.
21. Explain monetary policy.
22. What is consumer surplus ?

**(8×2=16 Marks)**

**PART – C**

Answer **any 6** questions. **Each** question carries **4** marks.

23. Explain Baumol's sales revenue maximisation.
24. Explain the determinants of demand.
25. Explain the types of inflation.
26. What is GNP ? How it is different from NNP and NI ?
27. Explain the main factors of pricing decisions.
28. Distinguish between perfect and pure competition.
29. Explain the types of cost.
30. Briefly explain business cycle.
31. In 2007 the number of Maruthi cars sold was 40,000 when the price of petrol per litre was 40. However in 2008 the price of petrol increased to 55 per litre and the number of cars sold was 30,000. Calculate cross elasticity of demand between car and petrol.

**(6×4=24 Marks)**



PART – D

Answer **any 2** questions. **Each** question carries **15** marks.

32. Explain the various methods for the measurement of national income.
  33. Explain in detail the various credit control methods.
  34. What is demand forecasting ? Discuss the techniques.
  35. Calculate Break-Even Point (in units), Break-Even Point (in value), Break-Even Point (in %) if the selling price per unit is Rs. 10, Variable cost per unit is Rs. 6, Fixed cost Rs. 2,000 and Actual sales Rs. 20,000. **(2×15=30 Marks)**
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