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~~BBA~~
D – 5232

Reg. No. :

Name :

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

Time : 3 Hours

Max. Marks : 80

PART – A

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

1. What is opportunity cost ?
2. What is elasticity of demand ?
3. Define GDP.
4. What is fiscal policy ?
5. What do you mean by duopoly ?
6. What are isoquants ?
7. Define substitute goods.
8. What is perfect competition ?
9. What is consumer equilibrium ?
10. What is demand forecasting ?

(10×1=10 Marks)

PART – B

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

11. Bring out the factors that causes inflation in a country.
12. What are the main features of monopoly ?
13. Distinguish between non-durable consumer goods and capital goods.
14. Explain cross elasticity of demand.

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15. What are the characteristics of business cycle ?
16. Explain variable cost.
17. Explain kinked demand curve.
18. What is the difference between cardinal and ordinal utility ?
19. What do you mean by demand function ?
20. Explain recession.
21. Explain law of supply.
22. What is economies of scale ?

(8×2=16 Marks)

PART – C

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

23. Explain Cobb-Douglas production function.
24. Explain Open Market Operations.
25. Briefly explain Marri's model of balanced growth.
26. Describe price and output determination under monopoly.
27. Explain the scope of managerial economics.
28. Distinguish between 'price elasticity' and 'income elasticity' of demand.
29. What do you understand by national income of a country ? How is it calculated ?
30. Explain cost-volume profit analysis.
31. Explain PLC.

(6×4=24 Marks)

PART – D

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

32. Discuss the objectives of pricing policies. Also list out the various pricing methods.
33. Explain the problems of national income estimation in India.
34. What is NSSO and CSO ? Explain their roles.
35. Explain the fiscal policies and practices in India.

(2×15=30 Marks)
