

Reg. No.....

Name.....

B.B.A DEGREE END SEMESTER EXAMINATION - NOVEMBER 2017**SEMESTER –1: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U1CRBBA4: MANAGERIAL ECONOMICS***(Common for Regular 2017 admission and Supplementary/Improvement 2016 admission)*

Time: Three Hours

Max. Marks: 75

PART AAnswer **all** questions. Each question carries 1 Mark.

1. What you mean by Business Economics?
2. What are the elements of demand?
3. Define Utility
4. Distinguish between pure competition and perfect competition
5. What is the difference between marginal concept and incremental concept?
6. In short-run cost-output relationship, a rise in average cost is felt only after the average variable cost starts rising. Why? (1 x 6 = 6)

PART BAnswer **any Seven** questions. Each question carries 2 Marks.

7. Managerial Economics is a Science. Why?
8. What are the conditions for the Law of demand?
9. Mention three uses of short term forecasting.
10. Explain the Law of Production.
11. What is MRTS?.
12. What is kinked demand curve?
13. Why is SAC curve 'U' shaped?
14. How is the price determined under conditions of very short period?
15. State the Law of diminishing marginal utility
16. Differentiate between derived demand and autonomous demand (2 x 7 = 14)

PART CAnswer **any Five** questions. Each question carries 5 Marks.

17. What is the income elasticity of demand? What are its uses in business decisions?
18. What are the properties of Iso-quants?
19. Short run production and cost details are given below. Find out the least cost input combination level. What is the principle?

Output (Units)	1	2	3	4	5	6	7
Total cost (Rs.)	51	62	72	80	90	102	119

- 20. What is price leadership? What are the different types of price leadership?
- 21. Define demand forecasting and explain its importance in business.
- 22. What is Oligopoly? What are the features of Oligopoly? (5 x 5 = 25)

PART D

Answer **any Two** questions. Each question carries 15 Marks

- 23. State and explain the Law of demand. What are its exceptions?
- 24. Explain the economies of scale.
- 25. What are the features of perfect competition? How price is determined under perfect competition?
- 26. Explain the Law of supply. What are the factors that influence the supply? (15 x 2 = 30)
