

B.B.A. DEGREE END SEMESTER EXAMINATION OCTOBER/NOVEMBER 2018
SEMESTER –1: BACHELOR OF BUSINESS ADMINISTRATION - BBA (CORE COURSE)
COURSE: 16U1CRBBA4 – MANAGERIAL ECONOMICS

(Common for Regular 2018 admission and improvement 2017/ supplementary 2017/2016 admission)

Time: Three Hours

Max. Marks: 75

PART A

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

1. What is demand?
2. What is Isoquants?
3. What is law of supply?
4. Define revenue.
5. What is oligopoly?
6. What is opportunity cost?

(1 x 6 = 6)

PART B

*Answer **any Seven** questions. Each question carries 2 Marks.*

7. What is cross elasticity of demand?
8. Explain 'Giffen paradox'.
9. Define economic profit.
10. What is kinked demand curve?
11. Define the concept of Monopolistic competition.
12. What is substitution effect?
13. What is marginal utility?
14. What is margin of safety?
15. Write a note on duopoly.
16. Distinguish between 'producers' goods and 'consumers' goods.

(2 x 7 = 14)

PART C

*Answer **any Five** questions. Each question carries 5 Marks.*

17. Critically explain the law of diminishing marginal utility.
18. Briefly explain monopoly and its features.
19. Explain law of variable proportion with a diagram.
20. What are the exceptions to the rule of law of demand?
21. What is the role and responsibilities of business economist to modern business management?
22. What is ordinal approach?

(5 x 5 = 25)

PART D

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

23. What is perfect competition? Explain how the price is determined under perfect competition.
24. Define demand forecasting. What are the methods of demand forecasting? Also examine the essentials of good forecasting.
25. What is Elasticity of Demand? Explain Price elasticity of Demand used in managerial decision making process.
26. Briefly explain the economies of large scale production.

(15 x 2 = 30)
