

BBA DEGREE END SEMESTER EXAMINATION OCTOBER 2016**SEMESTER – 1: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U1CRBBA4 –: MANAGERIAL ECONOMICS**

For Regular (2016 Admission)

Time: Three Hours

Max. Marks: 75

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

1. What is Managerial Economics?
2. Define Demand.
3. What is Open Economy?
4. Distinguish between explicit cost and implicit cost
5. What is price discrimination?
6. What is substitution effect?

(1 x 6 = 6)

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

7. What is barometric pricing?
8. How is cross elasticity helpful in business decisions?
9. What are the uses of the concept of Consumer's surplus?
10. What is meant by marginal revenue productivity?
11. Under what circumstances price skimming policy is adopted?
12. What is production function and state its assumptions?
13. The demand for a commodity by a household was 200 units at an income of Rs. 1000. It rose to 250 units when the income was raised to Rs. 1200. Calculate income elasticity.
14. What is Iso-quant?
15. Explain Equi-marginal principle.
16. What is penetrating pricing?

(2 x 7 = 14)

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

17. What is demand curve? What are the reasons for its negative slope?
18. Discuss the optimum combination of inputs.
19. Explain fixed cost, variable cost and marginal cost and the relationship among them.
20. Define monopoly. What are its features?
21. Define demand forecasting. What are the steps in demand forecasting?
22. What is meant by extension and contraction of demand?

(5 x 5 = 25)

PART DAnswer **any two** questions. Each question carries 15 Marks

23. Briefly explain the various methods of demand forecasting.
24. Discuss the Law of variable proportions with a diagram. How does it help in business decisions?
25. What are the features of perfect competition?
26. Explain with diagram the cost-output relation in the short run

(15 x 2 = 30)