

Reg. No

Name

23U405

B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U4CRBBA12: MANAGERIAL ECONOMICS

(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Briefly comment on price taker market
2. Briefly comment on production function.
3. Define Price Discrimination
4. Define closed Economy
5. Explain the term ordinal utility
6. Define Market Demand
7. Explain the term Supplementary products with the help of examples
8. Briefly comment on consumer behaviour.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Briefly explain the types of short run cost.
10. Write a short note on consumer surplus.
11. Illustrate briefly with the help of an example the law of supply.
12. Briefly comment on features of consumption.
13. Explain the term collusion in oligopoly
14. Briefly explain the significance of managerial economics
15. Define Marginal Revenue
16. Illustrate the law of demand

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Illustrate with the help of an example on law of equi marginal utility.
18. Explain various forms of factors of production
19. Explain the methods of estimation of demand forecasting.
20. Write a short note on features of perfect completion
21. Describe how supply and demand can be used to improve management decisions of an organisation?
22. Explain equilibrium under perfect competition

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain with the help of an example the different ways of measuring elasticity of demand.
24. Describe the roles and responsibility of a Managerial Economist
25. Critically explain with the help of an example short run and long run equilibrium in perfect competition
26. Critically explain with the help of an examples the types of inputs into a production function for a manufacturing or service company

(10 x 2 = 20)