

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2022**SEMESTER – 1: INTEGRATED MARKETING AND NEW MEDIA****COURSE: 16U1CRBBA4: MANAGERIAL ECONOMICS***(Common for Supplementary 2019/2018/2017/2016 Admissions)*

Time: Three Hours

Max. Marks: 75

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

1. What is historical cost?
2. Define managerial economics.
3. State the meaning of shift in demand.
4. What is marginal utility?
5. What is variable cost?
6. Define economic profit.

(1 x 6 = 6)

PART B***Answer any 7 questions. Each question carries 2 Marks.***

7. What is Delphi method?
8. Explain Law of demand
9. What is elasticity of demand?
10. What is cross elasticity of demand?
11. Distinguish between traditional and managerial economics.
12. What is total utility and marginal utility?
13. Point out the difference between derived demand and autonomous demand?
14. Define Unit Elasticity
15. What is Marginal Cost?
16. Why the demand curve is downward sloping

(2 x 7 = 14)

PART C***Answer any 5 questions. Each question carries 5 Marks.***

17. Distinguish between Monopoly and Monopolistic competition.
18. What is production function? Explain its features.
19. Explain the reasons for the downward slope of the demand curve.
20. Write a note on the scope of managerial economics.
21. What is decision making? Explain the steps in decision making
22. What are the types of price leadership?

(5 x 5 = 25)

PART D***Answer any 2 questions. Each question carries 15 Marks***

23. What is monopoly? Explain how the price is determined under monopoly.
24. Explain law of demand. What are the factors influencing demand?
25. Explain the concept of elasticity of demand. Discuss the factors that determine it.
26. Briefly explain the following terms with the help of a diagram
 - a) Isoquants
 - b) Break even Analysis

(15 x 2 = 30)
