

Reg. No

Name

24U405

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024

SEMESTER 4 - INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U4CRBBA12 - MANAGERIAL ECONOMICS

(For Regular - 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What is Law of Variable Proportion?
2. What is consumer behaviour?
3. Explain the term Complementary products with the help of examples
4. Explain oligopoly
5. Illustrate price effect.
6. Briefly comment on price maker market
7. Define Micro Economics with the help of examples
8. What do you understand from the statement demand curve shift towards the right side

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. What is Consumer Surplus?
10. Briefly explain the Price Discrimination
11. Identify the Economic goal of the firm.
12. Briefly explain the methods for estimating demand forecasting.
13. Illustrate the law of demand
14. Write a short note on the properties of iso quant.
15. State Engle's law.
16. Briefly explain the types of average short run cost.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Define Duopoly. What are the features of Duopoly?
18. Describe the practical uses of Managerial economics.
19. Explain assumptions of Gossen's first law
20. Explain different cost concepts
21. Explain with the help of an example Income Elasticity of Demand.
22. What are the classifications of revenue?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Differentiate the role of an economist and a Managerial Economist.
24. Describe with the help of an examples the types of inputs into a production function for a manufacturing or service company
25. Describe for and against the impact of globalization in business
26. What are the type of Elasticity of Demand? Give examples.

(10 x 2 = 20)