

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U4CRBBA12 - MANAGERIAL ECONOMICS***(For Regular 2023 Admission and Improvement / Supplementary 2022/ 2021 /2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Briefly comment on production function.
2. Explain oligopoly.
3. Explain equilibrium price distribution.
4. List any of the situation where opinion polling is used in demand forecasting.
5. Define Micro Economics with the help of examples.
6. What is consumer behaviour?
7. Define Demand.
8. Define Closed Economy.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. List down the assumptions of law of variable proportion.
10. Illustrate consumer equilibrium.
11. Briefly explain Iso Quant.
12. Define Income Elasticity of Demand with the help of an example.
13. Briefly explain the Economic goal of the firm.
14. Briefly explain the demand forecasting? Which are the levels of demand forecasting.
15. Define Consumer Behaviour.
16. Briefly explain the features of perfect completion.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain the practical uses of Managerial Economics.
18. Briefly explain the types of demand.
19. What are the characteristics of Oligopoly?
20. Illustrate with the help of an example on law of equi marginal utility.
21. Briefly explain the how price and output are determined under perfect market structure.
22. Explain different cost concepts.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Briefly explain the four market types.
24. Critically explain with the help of an example the non-price determinants of supply and demand of an organisation.
25. Distinguish between short run and long run cost in an organisation, with examples.
26. Explain the application of price elasticity, cross-elasticity, and income elasticity.

(10 x 2 = 20)