

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2015

(CUCBCSS—UG)





Complementary Course

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part I (Answer All)

1. Wealth Definition of Economics is contributed by :
(a) Alfred Marshall. (b) Lionnel Robins.
(c) Adam Smith. (d) Carl Max.
2. The demand for necessities is :
(a) Elastic. (b) Inelastic.
(c) Perfect elastic. (d) Uniform elastic.
3. Which one is a downward movement of business cycle ?
(a) Recession. (b) Boom.
(c) Recovery. (d) None of the above.
- 4. A single seller market :
(a) Oligopoly. (b) Monopoly.
(c) Monopolistic. (d) Perfect completion.
5. Managerial economics is applied to a firm's :
(a) Process. (b) Decision-making.
(c) Problem solving. (d) Both (b) and (c).
6.  economics is the study of the behaviour of individual economic unit.
7. In  phase of business cycle, general demand falls faster than production.
8. An increase in any factor of production, when the other factors are constant, will lead to an _____ in output.
9. An isoquant further from the origin, represents  output.
10.  pricing policy is adopted when a product meant for higher income group is introduced in the market.

(10 x 1 = 10 marks)

Turn over

Part II (Short answer questions)

Answer any **eight** questions.

11. Define managerial economics.
12. Define price elasticity of demand.
13. What is meant by production function ?
14. What is meant by utility of a product ?
15. Define isoquant.
16. What is meant by price differentiation ?
17. What is kinked demand curve ?
18. What is meant by returns to scale ?
19. Define oligopoly.
20. What is meant by price leadership ?

(8 x 2 = 16 marks)

Part III (Short Essay)

Answer any **six** questions.

21. Explain the nature of managerial economics.
22. Elaborate the reasons behind downward slope of demand curve.
23. Explain the causes of inflation.
24. Explain the Laws of returns to scale.
25. How a new product is priced Explain.
26. Distinguish between production function and cost function.
27. Explain the properties of Isoquants.
28. Explain the features of perfect competition.

(6 x 4 = 24 marks)

Part IV (Long Essay)

Answer any **two** questions.

29. Explain the uses and tools of Managerial economics.
30. Elaborate on Law of demand.
31. What are the different methods of pricing ?

(2 x 15 = 30 marks)