

**FIRST SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2019**

(CUCBCSS—UG)

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Questions)

*Answer all ten questions.
Each question carries 1 mark.*

Choose the correct answer :

1. Managerial Economics _____.
 - (a) Deals only with micro aspects.
 - (b) A normative science.
 - (c) Deals only with practical aspects.
 - (d) All of the above.
2. The term managerial economics was coined by :
 - (a) Adam Smith.
 - (b) Peter Drucker.
 - (c) Joel Dean.
 - (d) Alfred Marshall.
3. _____ means an attempt to determine the factors affecting the demand of a commodity or service and to measure such factors and their influences.
 - (a) Demand planning.
 - (b) Demand forecasting.
 - (c) Demand analysis.
 - (d) Demand estimation.
4. In perfect completion, a firm is _____.
 - (a) Price maker.
 - (b) Price taker.
 - (c) Both a price maker and price taker.
 - (d) None of the above.

Turn over

5. The cause of emergence of monopoly is/are ———.
- (a) Concentration of ownership of raw materials.
 - (b) State regulation.
 - (c) Public utility services.
 - (d) All of these.

Fill in the blanks :

6. Want satisfying power of commodity is called ———.
7. Demand = Desires + ——— + willingness to pay.
8. During recession the government increases public ———.
9. The lowest point of a business cycle is ———.
10. A monopoly firm is a price ———.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

Each question carries 2 marks.

- 11. What is law of demand ?
- 12. What is decision-making ?
- 13. What do you mean by Giffen paradox ?
- 14. What is production function ?
- 15. Define elasticity of demand.
- 16. What is oligopoly ?
- 17. What is price elasticity of demand.
- 18. What is house hold demand ?
- 19. Define trade cycle.
- 20. What is cross elasticity of demand ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

Each question carries 4 marks.

21. Mention the important areas of decision- making.
22. What are the characteristics of oligopoly ?
23. What are the objectives of managerial economics ?
24. Discuss the determinants of elasticity of demand.
25. What are the important causes of business cycle ?
26. What are the differences between perfect competition and monopoly ?
27. What are the different types of price elasticity of demand ?
28. What are the factors determining market demand ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. Discuss the various phases of a business cycle. Explain its characteristics.
30. What is monopoly ? Explain the features and causes of monopoly.
31. Explain the methods of demand forecasting.

(2 × 15 = 30 marks)