

FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2017

(CUCBCSS—UG)

Complementary Course

BBA 1C 01—MANAGERIAL ECONOMICS

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.*

Choose the correct answer :

1 Managerial Economics is :

(a) Abstract.

(b) Theoretical.

(c) Practical.

(d) None of these.

2 A demand curve slopes :

(a) Upward from left to right.

(b) Downward from left to right.

(c) Upward from right to left.

(d) Downward from right to left.

3 Returns to scale operates in the :

(a) Long run.

(b) Short run.

(c) Market period.

(d) None of these.

4 Product differentiation is a characteristic of :

(a) Monopoly.

(b) Perfect competition.

(c) Monopolistic competition.

(d) Oligopoly.

5 Expansion of economic activity happens during :

(a) Boom.

(b) Recession.

(c) Depression.

(d) Recovery.

Turn over

Fill in the blanks :

- 6 Managerial economics integrates economic theory with _____ practice.
- 7 Price and quantity demanded are _____ related.
- 8 A normal supply curve is _____ sloped.
- 9 Price leadership is a feature of _____.
- 10 Fiscal policy is implemented by _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

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

- 11 What do you mean by managerial economics ?
- 12 What is demand ?
- 13 What is law of demand ?
- 14 Define elasticity of demand ?
- 15 What is trade cycle ?
- 16 What is perfect competition ?
- 17 What is oligopoly ?
- 18 What is market demand ?
- 19 Define elasticity of demand.
- 20 What is price elasticity of demand ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

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

- 21 What are the objectives of managerial economics ?
- 22 What are the differences between economics and managerial economics ?
- 23 What are the objectives of demand analysis ?
- 24 Discuss the determinants of elasticity of demand.
- 25 What are the characteristics of a business cycle ?

- 26 What are the different types of price elasticity of demand ?
- 27 What are the importances of elasticity of demand ?
- 28 What are the tools and techniques of demand estimation ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

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

- 29 “Managerial Economics as a tool for decision-making and forward planning” Discuss.
- 30 What is monopoly ? Explain the features and causes of monopoly.
- 31 Explain the economies and diseconomies of scale.

(2 × 15 = 30 marks)