



K20U 3291

Reg. No. :

Name :

I Semester B.B.A./B.B.A. (RTM) Degree (CBCSS (OBE) – Reg./Sup./Imp.)

Examination, November 2020

(2019 Admn. Onwards)

Complementary Elective Course

1C02BBA/BBA(RTM) : MANAGERIAL ECONOMICS



Time : 3 Hours

Max. Marks : 40

PART – A

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

1. What is equi-marginal principle ?
2. What is decision making ?
3. State the meaning of marginal utility.
4. What is demand schedule ?
5. What is consumer equilibrium ?
6. What is explicit cost ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Mention any four objectives of managerial economics.
8. State the relationship of managerial economics with statistics.
9. Discuss the law of diminishing marginal utility.
10. What are the determinants of demand ?
11. Why does demand curve slope downwards ?
12. Discuss any four determinants of supply.
13. Explain supply schedule.
14. What are the different kinds of monopoly ?

(6×2=12)

P.T.O.



PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. State the features of managerial economics.
16. Discuss the scope of managerial economics.
17. Discuss the different kinds of income elasticity.
18. Explain the law of supply.
19. Explain the cost-output relationship in the short run.
20. Explain any three methods of pricing.

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define managerial economics. Explain the fundamental concepts of managerial economics.
22. Discuss the law of demand. State its exceptions and assumptions.
23. Define Cost. Explain different cost concepts.
24. What is perfect competition ? State its features. How price is determined under perfect competition ?

(2×5=10)

(6×2=12)

P.T.O.