



K24U 4082

Reg. No. : .....

Name : .....

First Semester B.B.A./B.B.A.(R.T.M./A.A.M.) Degree (C.B.C.S.S. – OBE-Supplementary/Improvement) Examination, November 2024  
(2019 to 2023 Admission)  
Complementary Elective Course  
1C02 BBA/BBA(RTM/AAM) : MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 40

PART- A

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

1. Managerial Economics.
2. Law of demand.
3. Opportunity cost.
4. MC and MR curve.
5. Imperfect competition.
6. Cost-oriented pricing method.

(6×1=6)

PART - B

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

7. Explain the value maximisation model.
8. What is Giffen's paradox ?
9. Write a note on the production function.
10. What is the difference between a firm and an industry ?
11. Explain the term social cost.
12. State the objectives of pricing policies.
13. What is forward planning ?
14. Define the market demand schedule.

(6×2=12)

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PART - C

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

15. What are the basic characteristics of managerial economics ?
16. Why does the demand curve slope downward ?
17. Why is the short-run average cost U-shaped ?
18. Explain the pricing strategies of new products.
19. How does a normal good differ from an inferior good ? Explain.
20. Briefly examine the important features of monopolistic competition. (4×3=12)

PART - D

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

21. What is the price elasticity of demand ? Explain the different methods of measuring price elasticity of demand.
22. Discuss the role of managerial economics in strategic decision-making.
23. Graphically examine the determination of market equilibrium.
24. Explain the price and output determination under perfect competition in the short run and long run. (2×5=10)