

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2018**  
**I Year I Semester**  
**Allied Paper I**  
**MANAGERIAL ECONOMICS**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define Managerial Economics
2. Write a short note on Macro Economics
3. What is Marginal Utility?
4. What is Law of Demand?
5. What is Production Function?
6. Describe the term Incremental Cost.
7. What is Price Discrimination?
8. Define Customary Pricing.
9. What is Monopoly?
10. List the features of Perfect competition.
11. What is consumer surplus?
12. Write a note on Cross Elasticity.

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. What are the objectives of a firm?
14. Explain the types of demand.
15. Explain the price elasticity of demand.
16. Explain the laws of returns to scale.
17. Explain the various types of costs.
18. Explain the concept of "What the traffic can bear"
19. How monopoly is different from monopolistic competition.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. Explain the nature and scope of managerial economics
21. Explain the methods of demand forecasting.
22. Explain the cost output relations in the short run.
23. Enumerate the various methods of pricing.

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