

**B.B.A. DEGREE EXAMINATION, APRIL 2019**  
**I Year I Semester**  
**Managerial Economics**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. Define Managerial Economics.
2. What you mean business Environment?
3. What is utility?
4. Define indifference schedule.
5. Define law of demand.
6. What is promotion expenditure in Business?
7. What is managerial productivity?
8. What is a Supply schedule?
9. Define opportunity cost.
10. What is learning curve?
11. What marginal cost pricing?
12. What is net monopoly revenue?

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

Answer any **FIVE** questions

13. Indicate the scope of managerial economics.
14. Explain and illustrate the concept  $MR=MC$  in arriving maximum profit.
15. Explain the uses of indifference curves Techniques.
16. Explain the concept of elasticity of demand with illustration.
17. Explain increase and decrease in supply with figure.
18. What is the evils monopoly?
19. What are the problems to be considered in pricing a new product?

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

Answer any **TWO** questions

20. Discuss that role of a Managerial Economics.
21. What methods are available for forecasting the demand for new products?
22. Explain the types of pricing?
23. Illustrate how a firm under monopolistic completion determines the price of the product.

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