

**B.B.A. DEGREE EXAMINATION, APRIL 2019**  
**II Year III 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 is the fundamental difference in the objective of the modern firm and the traditional firm?
3. What is meant by Marginal Utility of a commodity?
4. What are the assumptions made in indifference curve analysis?
5. What is Consumer Surplus?
6. What is Production function?
7. What is meant by the term Cost function?
8. What is Dual pricing?
9. What is meant by Price Discrimination?
10. How would you classify the markets on the basis of competition?
11. What are the features of Monopolistic competition?
12. Write short notes on Duopoly.

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

Answer any **FIVE** questions

13. Briefly explain the important concepts of Economics.
14. Analyse the relationship between Managerial economics and Micro Economics?
15. Discuss the concept of Utility.
16. What is Demand forecasting? Explain its types.
17. What are the uses of production function in decision-making?
18. Analyse the cost output relationship in the long-run.
19. The Demand curve under Oligopoly is indeterminate-Discuss.

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

Answer any **TWO** questions

20. Elucidate the Nature and Scope of Managerial Economics.
21. Elaborate the law of Demand, its types and determinants with suitable examples.
22. Explain and illustrate the law of variable proportions.
23. Discuss the methods of pricing with suitable examples.

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