

B.B.A DEGREE EXAMINATION, APRIL 2020
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 the term economics
2. Explain any two determinants of Demand
3. State the importance of law of demand
4. What is demand ?
5. What is indifference schedule?
6. What is opportunity cost ?
7. Write a note on giffen goods?
8. Give two examples of Substitutes?
9. What is a marginal cost ?
10. What is a market?
11. Explain any two objectives of pricing?
12. What is Monopoly?

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

Answer any **FIVE** questions

13. Explain the objective of the firm?
14. Describe the importance of indifference curve?
15. Explain the Determinants of demand?
16. Explain the factors of production?
17. What is the factor which influences the decision making?
18. Explain the classification of Market?
19. What are the types of price Discrimination?

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

Answer any **TWO** questions

20. Explain the law of Demand?
21. Explain the factors of production?
22. Explain the cost output relationship in long run cost curve
23. Explain the short run equilibrium under perfect competition

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