

**B.B.A DEGREE EXAMINATION, EVEN SEMESTER 2021**  
**II Year III Semester**  
**Managerial Economics**

**Max.marks :25**

Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

- 1 Describe the scope of managerial economics.
- 2 Explain the various types of price elasticity of demand.
- 3 Discuss the short-run and long-run production function.
- 4 How are pricing and output decisions made under perfect competition?
- 5 Explain the price and output determination under monopolistic competition?
- 6 Discuss the methods of demand forecasting for the established products.
- 7 Distinguish between cost control and cost reduction.