

E 6283

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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017

Fourth Semester

Complementary Course—MANAGERIAL ECONOMICS

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer all questions.
Each question carries 1 mark.*

1. What is pure economics ?
2. What is meant by managerial economics ?
3. What is capitalist economy ?
4. What is Fiscal policy ?
5. What is meant by demand analysis ?
6. What is consumer surplus ?
7. What is production function ?
8. What do you mean by optimum combination of inputs ?
9. What is perfect competition ?
10. What is Monopolistic competition ?

(10 × 1 = 10)

Part B

*Answer any eight questions.
Each question carries 2 mark.*

11. What are the uses of managerial economics ?
12. State the assumptions of production function analysis.
13. What is price leadership ?
14. What are the reasons for downward slope of demand curve ?
15. What are the basic differences between oligopoly and monopolistic competition ?
16. What are the functions of Central banks ?

Turn over

17. What are the various types of demand ?
18. What is cross elasticity of demand ? How to measure it ?
19. State the properties of Iso-quant curve.
20. What are the managerial uses of production function ?
21. What is price discrimination ? State its uses.
22. How to control the inflation ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 mark.*

23. Explain the scope of managerial economics.
24. What are the differences between managerial economics and pure economics ?
25. What are the merits of capitalist and socialist economy ?
26. What are the importance of monetary policy in Indian economy ?
27. What are the factors to be considered in pricing of competitive product ?
28. What is inflation? How does it affect economic growth and employment ?
29. What is meant by economics of scale ? What are internal economies and diseconomies ?
30. What is meant by skimming pricing ? State the reasons for charging this price.
31. Explain the characteristic of Oligopoly.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 mark.*

32. Explain the functions of commercial banks.
33. Explain different types of elasticity of demand. State the significance of study about elasticity of demand.
34. Explain law of returns to scale.
35. Explain the procedure of price determination in perfect competition market.

(2 × 15 = 30)