

E 2298

(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2016

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 meant by managerial economics ?
2. What is pure economics ?
3. What is business cycles ?
4. What is meant by monetary policy ?
5. What is inflation ?
6. Define Elasticity of demand.
7. What is skimming pricing ?
8. What is Iso-quant curve ?
9. What is monopoly ?
10. What is Oligopoly ?

(10 × 1 = 10)

Part B

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

11. What are the scope of managerial economics ?
12. What are the features of mixed economy ?
13. What are the various economic system ?
14. State the role of fiscal policy in Indian economy.
15. What are the factors determining elasticity of demand ?
16. How to measure the consumer surplus ?
17. What are the causes for inflation ?
18. What are the determinants of demand ?
19. What are the managerial uses of production function ?

Turn over

20. State the objectives of pricing policy.
21. What are the reasons for price discrimination ?
22. What are the features of Monopolistic competition ?

(8 × 2 = 16)

Part C

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

23. What are the roles of managerial economist in business ? Explain.
24. What are the differences between managerial economics and pure economics ?
25. Discuss the features of various phases of Business cycle.
26. Explain the functions of commercial banks.
27. Explain various methods of measurements of elasticity of demand.
28. State the assumptions of production function analysis.
29. Discuss the various economies of large scale production.
30. Explain the factors to be considered in pricing policy.
31. State the characteristics of perfect competition market.

(6 × 4 = 24)

Part D

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

32. Explain various functions of Central Banks.
33. Explain the law of demand and law of diminishing marginal utility.
34. Explain various types of pricing policy.
35. Describe the price determination procedure under monopoly.

(2 × 15 = 30)