D1BBA2202

Reg.No............................

Name: ....

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

BBA
GBBA1C01T: MANAGERIAL ECONOMICS

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries 2 marks.
(Ceiling 25 Marks)

1. According to Adam Smith, how was Wealth definition given?
2. What is Time perspective as a tool managerial economics?
3. What is demand curve?
4. Give examples for Veblen and Giffen goods.
5. Define law of diminishing marginal utility?
6. What is survey method of forecasting?
7. What are constant returns to scale? Give an example.
8. Define production function.
9. What is explicit cost?
10. Discuss two important features of perfect competition.
11. Give the meaning for price leadership.
12. Define duopoly market.
13. Define depression.
14. What is random variation?
15. What is Stagflation?

SECTION B: Answer the following questions. Each carries 5 marks.
(Ceiling 35 Marks)

16. Examine the role of managerial economics in the present day.
17. What is value maximisation model? Explain.
18. Identify the degree of price elasticity of supply.
19. Define demand. What are the determinants of demand?
20. 'AC is made up of AFC and AVC' - comment.
21. What are the properties of Isoquant?
22. Point out the differences between perfect competition and monopoly.
23. What are the uses of economic forecast?

SECTION C: Answer any 2 questions. Each carries 10 marks.

24. Define price elasticity of demand. What are the different methods of measurement of price elasticity of demand?
25. Explain the different stages of law of variable proportions with suitable examples.
26. What are the main features of Monopolistic Competition? Explain equilibrium condition under monopolistic competition.
27. Define business cycle and explain the salient features of business cycles.

(2 x 10 = 20 Marks)