

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023
(Regular/Improvement/Supplementary)**

BBA

GBBA1C01T: MANAGERIAL ECONOMICS

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 25 Marks)

1. What is Normative Economics?
2. What is discounting principle?
3. Comment on value maximisation.
4. What is demand schedule?
5. Give an account on Giffen paradox.
6. What is Marginal Utility?
7. What is Delphi method?
8. State the Cobb-Douglas production function.
9. What is variable cost?
10. Define sunk Cost.
11. What is price dumping?
12. Write an account on kinked demand curve.
13. What is price leadership?
14. Enlist the stages of business cycle.
15. What is monetary policy?

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 Marks)

16. Briefly explain the scope of managerial economics.
17. Discuss the principles of managerial economics.
18. Why does demand curve slopes downward?
19. What is demand forecasting? State various methods for demand forecasting.
20. Explain the economies and diseconomies of scale.
21. Difference between perfect competition and Monopoly.
22. Explain Diminishing Marginal Rate of Technical Substitution.
23. Distinguish between economic and business forecasting.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Define elasticity of demand? Discuss various methods for measuring elasticity?
25. Briefly explain the concept of Law of diminishing returns? Discuss its assumption and importance?
26. What is perfect competition? Explain how equilibrium price and equilibrium of firms are reached under perfect competition.
27. What is business cycle? Explain the different phases of business cycle.

(2 x 10 = 20 Marks)