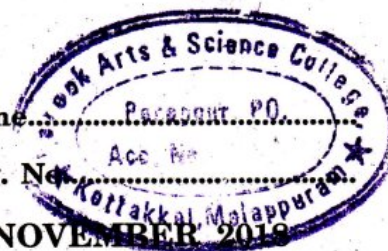


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Name.....

Reg. No.....



**FIRST SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CUCBCSS—UG)

Complementary Course

**BBA 1C 01—MANAGERIAL ECONOMICS**

Time : Three Hours

Maximum : 80 Marks

**Part A (Objective Questions)**

*Answer all ten questions.*

Choose the correct answer :

1. \_\_\_\_\_ is known as the 'father of economics'.
  - (a) A. C. Pigou.
  - (b) Lionel Robbins.
  - (c) Adam Smith.
  - (d) Alfred Marshall.
2. Which one is not a characteristic of managerial economics ?
  - (a) Micro economics.
  - (b) Normative science.
  - (c) Positive science.
  - (d) Pragmatic.
3. The demand has three essentials- Desire, Purchasing power and \_\_\_\_\_.
  - (a) Quantity.
  - (b) Cash.
  - (c) Supply.
  - (d) Willingness to purchase.
4. Which of the following is not a feature of monopolistic completion ?
  - (a) Large number of producers.
  - (b) Free entry and exit.
  - (c) More elastic demand.
  - (d) Price competition.
5. The monopoly can be controlled by \_\_\_\_\_.
  - (a) Social boycott.
  - (b) Antimonopoly legislation.
  - (c) Public ownership.
  - (d) All of these.

**Turn over**

Fill in the blanks :

6. "\_\_\_\_\_ in economics means demand backed up by enough money to pay for the goods demanded".
7. The concept of Elasticity of Demand was introduced by \_\_\_\_\_.
8. A firm that is the sole seller of a product without close substitutes is called \_\_\_\_\_.
9. A normal supply curve is \_\_\_\_\_ sloped.
10. Fiscal policy is implemented by \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

11. Define Managerial Economics.
12. Define law of demand.
13. What is monopolistic competition ?
14. Define individual demand.
15. What is perfect competition ?
16. Define elasticity of demand.
17. Define Demand.
18. What are diseconomies of scale ?
19. What is demand estimation ?
20. What is income elasticity of demand ?

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

21. What are the importances of managerial economics ?
22. Discuss the important methods of business forecasting.

23. What are the properties of isoquants ?
24. What are the objectives of demand analysis ?
25. What are the importances of elasticity of demand ?
26. Why does demand curve slope downwards ?
27. Discuss the factors affecting price elasticity of demand.
28. What are the tools and techniques of demand estimation ?

(6 × 4 = 24 marks)

**Part D (Essay Questions)**

*Answer any two out of the three questions in about 800 words.*

29. Explain the important macroeconomic parameters that influence business decision-making ?
30. "Managerial economics is a tool for decision-making and forward planning" . Discuss.
31. What is monopolistic competition ? Explain the features of monopolistic competition.

(2 × 15 = 30 marks)