



K22U 3390

Reg. No. :

Name :

I Semester B.B.A/B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2022

(2019 Admission Onwards)

COMPLEMENTARY ELECTIVE COURSE

1C02BBA/BBA (RTM) : Managerial Economics

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. What is Giffen Paradox ?
2. What is Incremental Revenue ?
3. What is Aggressive Price Leadership ?
4. What is Perfect Competition ?
5. Mention any two objective of Managerial Economics.
6. What is Price Dumping ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries 2 marks.

7. What are the features of Production Possibility Curve ?
8. What is Least-cost input combination ?
9. What is Supply Schedule ?

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10. What do you mean by Shift in Demand ?
11. What is Marginal Cost ? If, the total cost for the production of 100 units is Rs. 5,000 and the production of one more unit costs Rs. 5,000. What is the marginal cost ?
12. What is Individual Demand Schedule and Market Demand Schedule ?
13. What is Isoquant Curve ?
14. What is principle of Equi-Marginal Utility ? (6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. Explain the characteristics of Demand.
16. State the Cobb-Douglas production function.
17. What are the important features of monopoly ?
18. Explain the terms short run and long run in a production function.
19. What is Law of Returns to scale ? Explain its three types.
20. What are the important Pricing strategies ? (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Briefly explain the different types of Demand.
22. Explain the Cost Output Relationship in the Short-run.
23. What are the difference between Perfect Competition and Monopolistic Competition ?
24. What are the different types of Elasticity of demand ? Explain briefly Income Elasticity. (5×2=10)