

**D 73050**

Name.....

Reg. No.....

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

(CBCSS)

BBA 1C 01—MANAGERIAL ECONOMICS

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following, each question carries 2 marks.*

1. What is Oligopoly competition ?
2. What do you mean by the term Utility and demand ?
3. Give the assumption of indifference curve.
4. What is Monopoly ?
5. What do you mean by Elasticity of demand ?
6. Explain the relationship between average revenue and marginal revenue.
7. Describe the optimum level of satisfaction.
8. State the meaning of cross elasticity.
9. What is accounting cost ?
10. Write a note on discounting.
11. Differentiate between fixed cost and variable cost.
12. What is kinked demand curve ?
13. What is market demand ?
14. What is economic cost ?
15. How does the long term cost differ from short term cost ?

(15 × 2 = 30 marks, Ceiling 25 marks)

**Part B**

*Answer the following, each question carries 5 marks.*

16. State law of supply.
17. Explain the scope of business economics.
18. Account for the causes of economic problem.

**Turn over**

19. Why demand curve slopes downward ?
20. Briefly explain business cycle.
21. Differentiate between short run demand and long run demand.
22. Describe about internal economies of scale.
23. State the factors affecting price elasticity of demand.

(8 × 5 = 40 marks, Ceiling 35 marks)

### Part C

*Answer any two of the following, each question carries 10 marks.*

24. How can we determine price and output under monopolistic competition ?
25. Define the law of demand. State the assumptions and exemptions to the law.
26. What is price elasticity ? Explain degree of price elasticity of demand.
27. What is revenue ? With the help of diagram explain the relationship between TR,MR and AR.

(2 × 10 = 20 marks)