~ perfect competition in the short run.

(2 x 4 = 8 weightage)

FIRST SEMESTER B.B.A. DEGREE (PRIVATE/SDE) EXAMINATION, APRIL/MAY 2013
(CCSS) BB1 C01—MANAGERIAL ECONOMICS

Time : 3 Hrs   Max. weightage 30

Part A - Answer all nine questions. Each question carries a weightage of 1.

1. Define Economics.
2. Define the term "Demand".
3. What do you mean by cross elasticity of demand.
4. Explain production function.
5. Distinguish between Marginal cost and Average cost.
6. Define price discrimination.
7. Define Oligopoly.
8. Define Business cycles.
9. What do you mean by skimming price policy ?

Part B - Answer any five questions. Each question carries a weightage of 2.

10. Explain Laws of Demand. What are its assumptions ?
11. What is demand forecasting? Explain any two methods of demand forecasting for a new product.
12. What are the characteristics of Managerial Economics ?

(9 x 1 = 9 weightage)

13. Distinguish between Marginal cost pricing and Full cost pricing. State any two advantages of each.
14. Explain the characteristics features of perfect competitive market.
15. Explain briefly the factors affecting pricing decisions.
16. Explain the different phases of Business cycles.

(5 x 2 = 10 weightage)

Part C - Answer any two questions. Each question carries a weightage of 4.

17. What is monopoly market ? Explain how equilibrium is attained under monopoly market.
18. Explain the economies and diseconomies of scale.
19. Define Managerial Economics. How does it differ from Pure Economics ? Explain the scope of managerial economics.

(2 x 4 = 8 weightage)