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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024

Fourth Semester

Complementary Core Course—MANAGERIAL ECONOMICS

(2013—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer **all** the following questions in **One Sentence**.*

Each question carries 1 mark.

1. Capitalism.
2. Demand.
3. Cross Elasticity of demand.
4. Production Function.
5. Isoquant.
6. Price Skimming.
7. Oligopoly.
8. Inflation.
9. Utility.
10. Central Bank.

(10 × 1 = 10)





E 6468

Part B (Short Answer Questions)

*Answer any **eight** of the following questions in a **Paragraph** each.*

(Not exceeding 100 words).

Each question carries 2 marks.

11. What is a monopoly, and what are its key characteristics ?
12. How has the price competition in an oligopoly market impacted the product industry ?
13. How does managerial economics differ from Economics ?
14. What is the Law of Demand, and what are its exceptions ? Explain.
15. Explain income elasticity of demand and discuss its role in managerial decision-making.
16. What are the main causes of inflation in an economy ?
17. What are the key functions performed by a central bank ?
18. What is the concept of consumer surplus ?
19. Describe how price discrimination operates in an imperfect market.
20. Mention the types of price leader ship.
21. Discuss the phases of business cycle
22. Analyze the characteristics of a mixed economy.

(8 × 2 = 16)

Part C (Short Essay Questions)

*Answer any **six** of the following questions in **One and a half pages** each.*

(Not exceeding 150 words).

Each question carries 4 marks.

23. What is a production function ? Explain and illustrate the concepts of isoquants and isocost curves.
24. In a competitive market, sellers are considered price takers. Discuss this statement.
25. What contributions has Amartya Sen made to social welfare ?





E 6468

26. Distinguish between perfect competition and Monopolistic competition.
27. Discuss how costs influence pricing decisions.
28. Explain monetary policy and its instruments ?
29. What is the relevance of cross elasticity of demand in uncertain market conditions ?
30. What is the role of commercial banks in a modern economy ?
31. How does the government control market fluctuations through fiscal policy ?

(6 × 4 = 24)

Part D (Essay Questions)

*Answer any **two** of the following questions not exceeding **four pages** each.*

Each question carries 15 marks.

32. What are the features of a monopolistic market, and how important is product differentiation in such a market ?
33. What are the various pricing strategies in business ?
34. What are the different types of demand elasticity, and how are they explained ?
35. What is managerial economics, and what is its scope ? How is it applied in business decision-making ?

(2 × 15 = 30)

