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BBABMC 155/BBMBMC 155

**Credit Based II Semester B.B.A./B.B.M. Examination, September 2022
(2012 Scheme)
MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Section – **A** : Answer **any ten** questions in **2-3** sentences **each**.
2) Section – **B** : Answer **any five** questions in **not more than two** pages.
3) Section – **C** : Answer should **not exceed six** pages **each**.

**SECTION – A
(One mark each)**

1. Answer **any 10** questions in **2-3** sentences **each** : **(10×1=10)**
- a) What is price discrimination ?
 - b) Define market.
 - c) What do you mean by price rigidity ?
 - d) What is the common name for AR ?
 - e) What do you mean by Bilateral Monopoly ?
 - f) What is sample survey method ?
 - g) What do you mean by selling cost ?
 - h) What is super normal profit ?
 - i) What is production function ?
 - j) Distinguish between explicit cost and implicit cost.
 - k) What is gross profit ?
 - l) What is opportunity cost ?

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SECTION – B
(Five marks each)

Answer **any 5** questions in **not** more than **two** pages : **(5×5=25)**

2. Explain the objectives of short term and long term demand forecasting.
3. Bringout the features of perfect competition.
4. Explain the meaning and importance of capital budgeting.
5. Distinguish between fixed cost and variable cost.
6. Explain the Baumol's sales maximisation model.
7. Explain the features of oligopoly.
8. Describe the criteria of an ideal demand forecasting technique.

SECTION – C
(Fifteen marks each)

Answer should **not** exceed **six** pages **each** : **(3×15=45)**

9. Describe the nature and scope of managerial economics.

OR

Explain the short run cost-output relationship with suitable example and diagrams.

10. What is monopoly ? Explain price-output determination under monopoly.

OR

State and explain the law of variable proportions.

11. Explain the equilibrium of a firm with the help of MR and MC approach.

OR

Define demand forecasting. Explain the different methods of demand forecasting.
