Reg. No. ☐☐☐☐☐☐☐☐☐

BBMBMC 155

Credit Based II Semester B.B.M. Degree Examination, April/May 2015
(2012 Scheme)
MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer to **any ten** questions in **two-three** sentences **each** :   (1×10=10)
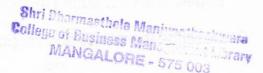
   a) What is shut down point ?

   b) Give an example for fixed cost.

   c) What is Oligopoly ?

   d) Draw a Total Variable Cost (TVC) curve.

   e) State the meaning of demand forecasting.

   f) What are primary data ?

   g) Give the meaning of economies of scale.

   h) Define capital budgeting.

   i) What is meant by gross profit ?

   j) State the three stages of the Law of Variable Proportions (LVP).

   k) What is Delphi method ?

   l) What is a market ?

SECTION – B

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

2. Bringout the features of monopolistic competition.

3. Write a note on production function.

4. Discuss the importance of managerial economics.

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5. Examine the equilibrium of a firm through 'MC-MR' approach.

6. Differentiate between cost control and cost reduction.

7. Describe the different types of cost concepts.

8. Explain the objectives of short run and long run demand forecasting.

SECTION – C

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

9. What is perfect competition ? How does a firm attain equilibrium under perfect competition ?

OR

Explain the cost-output relationship in short-run.

10. Describe the nature and scope of managerial economics.

OR

What is price discrimination ? How does the price-output is determined under discriminative monopoly.

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

OR

Examine various internal and external economies of scale.

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