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**BBBMC 155**



**Credit Based II Semester B.B.M. Degree  
Examination, November/December 2015  
(2012 Scheme)  
MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

1. Answer to **any ten** questions in **2-3** sentences **each** :

**(1×10=10)**

- a) What are primary data ?
- b) What is product differentiation ?
- c) Give the meaning of opportunity cost.
- d) What is Demand forecasting ?
- e) State any two sources of monopoly.
- f) What is Delphi method ?
- g) What is monopsony ?
- h) Draw a kinked demand curve.
- i) What is capital budgeting ?
- j) What is sales promotion technique ?
- k) What are consumer's durables ?
- l) What is production function ?

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**SECTION – B**

Answer to **any five** questions in **not more than two** pages **each** :

**(5×5=25)**

2. Explain the firm's equilibrium through 'MC-MR' approach.
3. Discuss the importance of Managerial Economics.

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4. Bring out the features of monopolistic competition.
5. Write a note on cost concepts.
6. Describe the sales maximisation as an alternative to the profit maximisation principle.
7. Write a note on production function.
8. Examine the 'AR' and 'MR' curves in perfect competition.

SECTION – C

Answer should **not** exceed **six** pages **each** :

(15x3=45)

9. What is demand forecasting ? Explain different methods of demand forecasting.

OR

Examine the cost-output relationship in short-run.

10. Describe the nature and scope of Managerial Economics.

OR

Explain the Law of Variable Proportions (LVP).

11. What is perfect competition ? How does the price and output is determined under perfect competition ?

OR

Examine the internal and external economics of scale.