Reg. No.

BBABMC 155/BBMBMC 155

Credit Based II Semester B.B.A./B.B.M. Degree Examination, April/May 2017
(2012 Scheme)
MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 80

SECTION – A (One mark each)

1. Answer **any ten** questions in **one** or **two** sentences **each**. (1×10 = 10)

   a) What is product differentiation ?

   b) Give the meaning of sample survey.

   c) Distinguish between explicit cost and implicit cost.

   d) Who has coined the term monopolistic competition ?

   e) Define managerial economics.

   f) What do you mean by shut down point ?

   g) Draw a Total variable Cost Curve.

   h) Why does a firm enjoy only normal profit in the long run under perfectly competitive market ?

   i) What is Bi-lateral monopoly ?

   j) Why the prices tend to be rigid under oligopoly ?

   k) How do you find out average fixed cost ?

   l) Mention two conditions to be fulfilled by a firm to attain equilibrium.

SECTION – B (Five marks each)

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

2. Explain the importance of managerial economics.

3. Explain the different types of internal economics of scale.

P.T.O.

4. Examine the relationship between AR and MR under perfect competition.

5. What is monopoly ? Explain the characteristics of monopoly.

6. Write a note on Baumol's sales maximisation model.

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

8. Describe the different types of cost concepts.

SECTION – C (Fifteen marks each)

Answer the following questions and answer should **not** exceed **six** pages **each**.

(15×3 = 45)

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

OR

Describe the nature and scope of managerial economics.

10. Explain the cost-output relationship in short run.

OR

Describe the different methods of demand forecasting.

11. Explain the law of variable proportions.

OR

What is price discrimination ? Explain the technique of price discrimination.

_____