

37122/A 220

Reg. No.

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I Semester B.B.A.3 Degree Examination, November/December 2016
MANAGERIAL ECONOMICS
(Fresh & Repeater) (New Syllabus)

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Write question numbers **correctly**.
2) Draw diagram **wherever necessary**.
3) Please write **neatly** and diagrams **if needed**.

PART – I

Answer **any ten** questions.

(10×2=20)

1. What is Consumption ?
2. What is Labour ?
3. What is Form Utility ?
4. What is Supply ?
5. What is Monopoly ?
6. What is Cross Elasticity of Demand ?
7. What are durable goods ?
8. What is penetration pricing ?
9. What is variable cost ?
10. What is Economies of Scale ?
11. What is Profit ?
12. What is a Trade Cycle ?

PART – II

Answer **any four** of the following questions.

(4×5=20)

13. State and explain the Law of Supply.
14. Explain the Innovation Theory of Profit.

P.T.O.



15. Explain different phases of Business cycles.
16. State and explain the demand function.
17. Explain the features of perfect competition.
18. Calculate the price elasticity of demand.
 $P_1 = \text{Rs. } 100$ $Q_1 = 2000$
 $P_2 = \text{Rs. } 200$ $Q_2 = 1000$

PART – III

Answer **any three** questions.

(3×10=30)

19. State and explain law of demand with a schedule and diagram.
20. What is BEP ? Calculate BEP in terms of rupees and physical units when :
 Sale price per unit : Rs. 50/-
 Variable cost per unit : Rs. 25/-
 Annual fixed cost : Rs. 25,000/-
21. State and explain the law of diminishing marginal utility with a table and diagram.
22. State briefly the functions of a managerial economist.
23. Write a note on :
 a) Risk theory of profits
 b) Product differentiation.

PART – IV

Answer the following question. (**compulsory**) :

(1×10=10)

24. Find TFC, TVC, AC, MC, AVC and AFC from the following data :

Output	0	1	2	3	4	5	6
Total Cost	20	50	80	110	140	170	200