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Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2025**

B.B.A.

BBA 1C 01—MANAGERIAL ECONOMICS

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer the following.  
Each question carries 2 marks.*

1. What is managerial economics ?
2. Define law of demand.
3. Define law of diminishing
4. State law of supply.
5. Define supply schedule.
6. Define price elasticity of demand.
7. What is production function ?
8. Define the term market.
9. State kinked demand curve ?
10. What is business cycle ?
11. What is the substitution effect ?
12. Define perfect competition.
13. What is shut down point ?
14. What is meant by principle of contribution ?
15. What is unit elasticity of demand ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer the following.  
Each question carries 5 marks.*

16. What is the scope of managerial economics ?
17. Differentiate sales maximisation model and utility maximisation model.
18. Explain the movements on the supply curve.
19. What are the factors of production ?
20. Explain the advantages of long cost function.
21. Explain the types of market structures.
22. Explain the phases of business cycle.
23. What is penetration pricing strategy ?

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any **two** questions.  
Each question carries 10 marks.*

24. Explain the procedures of price determination in a perfect competition market.
25. Explain the different types of elasticity of demand. State the significance of study about elasticity of demand.
26. Define managerial economics and discuss the nature, scope and importance of managerial economics.
27. Discuss various principles of managerial economics with examples.

(2 × 10 = 20 marks)