K25U 3418

Reg. No. : ....

Name : ....

First Semester B.B.A./B.B.A. (RTM/AAM) Degree (C.B.C.S.S. – O.B.E. – Supplementary) Examination, November 2025
(2019 to 2023 Admissions)
COMPLEMENTARY ELECTIVE COURSE
1C02BBA/BBA (RTM/AAM) : Managerial Economics

Time : 3 Hours　　　　Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **one** mark.

1. What is supply curve ?
2. What is shift in demand ?
3. What is meant by shut down decision ?
4. What is strategic decision ?
5. What is penetration pricing ?
6. Define production function. **(6×1=6)**

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Explain the principle of incremental cost.
8. Discuss the importance of decision making.
9. Explain the concept of cardinal utility.
10. What is demonstration effect ?
11. What is imperfect competition ?

P.T.O.

12. What is monopoly ?

13. What is consumer equilibrium ?

14. What is monopolistic competition ?

15. What is price elasticity of demand ? **(6×2=12)**

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

16. Explain individual and group decisions.

17. Explain fixed cost and variable cost.

18. Explain the objectives of pricing policy.

19. What is income elasticity ?

20. Briefly explain the relationship among cost, volume and profit. **(4×3=12)**

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Explain the advantages of large scale production.

22. Discuss the features of oligopoly.

23. Explain the various types of pricing policies.

24. What is elasticity of demand ? State the factors determining elasticity. **(2×5=10)**