

**OCTOBER 2012
MANAGERIAL
ECONOMICS**

Time: 3 Hrs

Max. Marks: 80

SECTION - A

Answer any THREE questions:

3X15=45

1. Managerial Economics is the discipline which deals with the application of economic theory to business management. Discuss this statement bringing out the scope and importance of Managerial Economics.
2. Explain the short run cost-output relationship of a firm with diagrams.
3. Distinguish between changes in demand and changes in quantity demanded. Explain the factors that causes changes in demand.
4. Define Trade Cycle. What are the different phases of Trade Cycle? What are the various measures to control it?

SECTION-B

Answer any FIVE questions:

5X5=25

5. State and explain the law of supply.
6. Explain income elasticity of demand.
7. What are internal economies of scale?
8. What role does the managerial economist play in business?
9. Explain the cost-output relationship in the long run.
10. Briefly explain the survey methods of demand forecasting.

SECTION - C

Answer all the questions.

10X1=10

11.
 - a) Draw a perfectly elastic demand curve.
 - b) What is meant by ceteris paribas?
 - c) What are substitutes?
 - d) What is price elasticity of demand?
 - e) How is elasticity measured at a point?
 - f) When A. R. falls what happens to M. R?
 - g) What is a plant curve?
 - h) List any two objectives of demand forecasting.
 - i) Draw a normal demand curve.
 - j) What do you mean by Trend projection method?

BBM 101

Reg. No.

CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION

**OCTOBER/NOVEMBER 2010
BUSINESS MANAGEMENT
MANAGERIAL ECONOMICS**

Time: 3 Hrs

Max. Marks:

80

SECTION - A [20 Marks each]

1. Discuss the cost-output relationship in the short-run and long-run.
OR State and explain the law of demand. What are the exceptions of the law?
2. Discuss the causes of inflation. Explain the effects of inflation.
OR
Define price elasticity of demand. Explain the different types of price elasticity.

**SECTION - B [5 marks
each] Answer any SIX questions out of 8 questions.**

19. Explain the role of a managerial economist.
20. State and illustrate the law of supply.
21. Distinguish between changes in quantity demanded and changes in demand.
22. Write a note on the income elasticity of demand.
23. Explain the objectives of demand forecasting.
24. Briefly explain the effects of deflation.
25. Explain the different revenue concepts.
26. Draw a long run average cost curve. Explain its features.

SECTION - C [1 mark each]

Answer ALL 10 questions:

11. a) What is the difference between sunk costs and fixed costs?
f) Give the formula of cross elasticity of demand.
g) Draw an exceptional demand curve.
d) What are barometric methods?
i) What is decision making?
j) What is the shape of the short run average cost curve.
g) Define deflation.
h) Distinguish between average revenue and marginal revenue.
i) Distinguish between supply and stock.
j) What is envelop curve?

BBM 101.1

Reg. No.

CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2013
BUSINESS MANAGEMENT
Managerial Economics

Time: 3 Hrs

Max. Marks: 80

SECTION – A

Answer any Three out of Four questions:

3X15=45

1. “Managerial Economics is prescriptive rather than descriptive in character”. Discuss.
2. What is inflation? Explain its effects on the economy.
3. Why does the demand curve slope downward to the right? Under what circumstances does a demand curve slopes upward to the right?
4. Explain the internal and external economies of scale.

SECTION – B

Answer any Five out of Six questions:

5X5=25

5. Explain economies of scope.
6. Differentiate between the point ‘and’ ‘are’ methods of measuring price elasticity of demand.
7. Explain the criteria of a good method of demand forecasting.
8. What is Supply? Explain the law of Supply.
9. Draw the long run average cost curve and explain its salient features.
10. Explain the relationship between AR and MR under perfect competition and monopoly.

SECTION - C

11. Answer all the questions:

1X10=10

- a) What do you mean by total revenue of a firm?
- b) What is a plant curve?
- c) What is meant by forward planning?
- d) Why is the TFC curve a horizontal straight line?
- e) What is a leading indicator?
- f) What is Deflation?
- g) Which is the least cost combination point?
- h) Give the meaning of expansion and contraction demand.
- i) Draw a supply curve for perishable goods.
- j) What is inflationary gap?

BBM 101.2

Reg. No.

CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2014

BUSINESS MANAGEMENT
MANAGERIAL ECONOMICS

Time: 3 Hrs

Max. Marks: 8

SECTION – A

Answer any Three out of Four questions:

3X15=4

1. Discuss the various methods of controlling business cycles.
2. Explain the cost-output relationship in the short run.
3. Distinguish between the movement along a demand curve and shift in the demand curve.
4. What is demand forecasting? Explain the various factors involved in the forecasting of demand.

SECTION – B

Answer any Five out of Six questions:

5X5=25

5. What role does the managerial economist play in business?
6. Discuss the trend projection method of demand forecasting.
7. What are the factors that influence price elasticity of demand?
8. Explain external economies of scale.
9. Write a short note on Exceptions to law of Supply.
10. Explain the relationship between Average Revenue and Marginal Revenue.

SECTION - C

11. **Answer all the questions:**

2X5=1

- a) What is reserve price?
- b) Why is the total fixed cost curve a horizontal straight line?
- c) What are Veblen goods?
- d) Give the meaning of internal economies of scale.
- e) What is deflation?

BBM 101.1

Reg. No.

CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2015

BUSINESS MANAGEMENT

Managerial Economics

Time: 3 Hrs.

Max. Marks:

SECTION – A

Answer any Three out of Four questions:

3×15

1. “Managerial Economics bridges the gap between economic theory and business practice”. Discuss.
2. Explain the reasons why the demand curve is sloping downward. State the exceptions to this law of demand.
3. What do you mean by demand forecasting? Explain the different methods of demand forecasting.
4. Discuss the causes of inflation. How can it be controlled?

SECTION – B

Answer any Five out of Six questions:

5×5=25

5. What is Deflation? How can it be controlled?
6. Discuss the scope of demand forecasting.
7. What are the factors on which the supply of a commodity depends?
8. Show the nature of cross elasticity of demand for substitutes, complementary goods and independent goods.
9. Write short notes on Increase and Decrease of demand.
10. Why is the short run AC curve U shaped?

SECTION - C

11. **Answer all the questions:**

1×10

- a) What is opportunity cost?
- b) What is an envelope curve?
- c) What is the shape of AR curve of a firm under perfect competition?
- d) Mention two objectives of demand forecasting.
- e) What is reserve price?
- f) Differentiate between stock and supply.
- g) Give the meaning of internal economies.
- h) What do you mean by economies of scope?
- i) What are the types of external economies?
- j) What is cost – push inflation?

BBM 101.2

Reg. No.

**CREDIT BASED FIRST SEMESTER B.B.M. DEGREE EXAMINATION
OCTOBER 2015
BUSINESS MANAGEMENT
Managerial Economics**

Time: 3 Hrs.

Max. Marks:

SECTION – A

Answer any Three out of Four questions:

3×15

1. Explain the different concepts of cost with the help of suitable examples.
2. Examine the law of demand. Why do most demand curves slope downwards? What are the exceptions to this law of demand?
3. Explain the concept of price elasticity of demand and examine the various methods of its measurements.
4. What is meant by business cycle? What are its causes and explain its various phases?

SECTION – B

Answer any Five questions:

5×5

5. Briefly explain the role and responsibilities of a Managerial Economics.
6. Explain the different objectives demand forecasting.
7. What are the factors on which supply of a commodity depends?
8. Explain external economics of scale.
9. Write a note on increase and decrease of demand.
10. Why is total profit maximum when $MR = MC$?

SECTION - C

11. **Answer all the following:**

5×2

- a) What is demand forecasting?
- b) Give the meaning of internal economics of scale.
- c) What do you mean by economics of scope?
- d) What are traceable or assignable cost?
- e) What is the difference between stock and supply?

BBA 101

Reg. No.

**CREDIT BASED FIRST SEMESTER B.B.A. DEGREE EXAMINATION
OCTOBER – 2016**

**BUSINESS ADMINISTRATION
MANAGERIAL ECONOMICS**

Time: 3 Hrs

Max. Marks: 80

SECTION – A

Answer any Three questions:

3×15=45

1. Describe the role of managerial economist in modern business management.
2. Explain the causes of business cycle.
3. What are the criteria of a good forecasting methods? Explain the techniques of forecasting demand for new product.
4. State and explain the law of demand. What are the determinants of demand?

SECTION – B

Answer any Five questions:

5×5=25

5. State and illustrate the law of supply.
6. Briefly explain the measures to control business cycle.
7. Distinguish between economies of scale and economies of scope.
8. Graphically explain change in demand.
9. Explain different revenue concepts.
10. Why is LAC curve known as planning curve?

SECTION - C

11. Answer all the questions:

5×2=10

- a) Distinguish between explicit cost and implicit cost.
- b) What is deflation?
- c) State two purposes of demand forecasting.
- d) Distinguish between supply and stock.
- e) Give the meaning of recession.

**CREDIT BASED FIRST SEMESTER B.B.M DEGREE EXAMINATION
OCTOBER – 2016**

**BUSINESS MANAGEMENT
MANAGERIAL ECONOMICS**

Time: 3 Hrs.

Max. Marks: 80

SECTION – A

Answer any Three questions: **3×15=45**

1. Explain the role of managerial economist in modern business management.
2. Explain the concept price elasticity of demand and examine the various methods of its measurement.
3. What is a business cycle? Explain its phases and effects on business.
4. Examine critically the law of demand. What are its exceptions? Why does a demand curve always slope downwards to the right?

SECTION – B

Answer any Five questions: **5×5=25**

5. Is managerial economics positive or normative?
6. How to economies and diseconomies of scale effect the LAC curve?
7. Write a note on change in demand.
8. Explain the main determinants of supply.
9. Show the nature of cross elasticity of demand for
(i) Substitute goods (ii) Complimentary goods and (iii) Independent goods.
10. Explain the different objectives of forecasting method.

SECTION - C

11. Answer all the questions: **5×2=10**

- a) Distinguish between explicit cost and implicit cost.
- b) Draw an exceptional supply curve.
- c) What is meant by economies of scope?
- d) State any two causes of Business Cycle.
- e) What are monetary measures?
