

Register Number :

Name of the Candidate :

**1 5 0 9**

**B.B.A. (Computer Applications)  
DEGREE EXAMINATION, 2010**

( FIRST YEAR )

( PART - III )

( PAPER - II )

**540. MANAGERIAL ECONOMICS**

May ]

[ Time : 3 Hours

Maximum : 100 Marks

**PART - A** ( 10 × 2 = 20)

*Answer any TEN questions.*

*All questions carry equal marks.*

1. How is managerial economics defined ?
2. What are the goals of business firms ?
3. State the nature of demand curve.
4. Why is demand forecasting necessary ?

**Turn Over**

5. How are goods classified ?
  6. What do you understand by 'returns to scale'?
  7. What is marginal cost ?
  8. What is monopolistic competition ?
  9. State any two functions of profit.
  10. What do you understand by 'business cycle'?
  11. What is meant by derived demand ?
  12. What is opportunity cost ?
- PART - B** ( 4 × 10 = 40 )
- Answer any FOUR questions.*
- All questions carry equal marks.*
13. Explain the fundamental concepts of managerial economics.
  14. What is survey method of demand forecasting ?
  15. What is skimming the cream pricing ? Under what conditions this pricing strategy would be successful ?
  16. Explain the determination of price under monopoly.

17. Explain the dynamic theory of profit.
  18. Explain the concept of national income.
- PART - C** ( 2 × 20 = 40 )
- Answer any TWO questions.*
- All questions carry equal marks.*
19. What role a managerial economist is expected to play in a business firm ? Explain.
  20. How is demand for a new product estimated ? Explain.
  21. What is business cycle ? Describe its different phases.
  22. How is price determined under imperfect competition ? Discuss.