B.B.A. DEGREE EXAMINATION – JUNE 2006.

Second Year

(For candidates admitted in AY 2004-05 only)

MANAGERIAL ECONOMICS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each question carries equal marks.

1. Is managerial economics 'positive' or 'normative'? Explain.

2. State the law of diminishing marginal utility and explain.

3. What is cross elasticity of demand? Explain.

4. What are the limitations of the least lost combination?

5. Distinguish between average cost and marginal cost.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carries equal marks.

6. Explain the law of variable proportion with a suitable graph.

7. Enumerate and explain the determinants of supply and explain supply elasticity.

8. Enumerate the usefulness of break even analysis to the management of the firm. What are its limitations?

9. Explain the 'kinked demand curve' under oligopoly.

10. Distinguish the feature of perfect competition versus features of monopolistic competition.

11. Define business cycle. Explain the characteristics of business cycle.

12. What are the various types/measures of National Income? Explain in detail.

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