

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),  
MELVISHARAM - 632 509.  
SEMESTER EXAMINATIONS, NOVEMBER - 2018**

**B.B.A.,  
SEMESTER III  
U15MBA304 / U14MBA304 - MANAGERIAL ECONOMICS**

Time: Three Hours

Maximum: 75 Marks

**SECTION - A (10 X 2 = 20 Marks)**

Answer **ALL** Questions.

1. What do you mean by macro economics?
2. List any four objectives of firm.
3. Define demand.
4. What is indifference curve?
5. State the meaning of supply schedule.
6. What is cost reduction?
7. Define production function.
8. What is breakeven analysis?
9. State the types of imperfect competition.
10. Define monopoly.

**SECTION - B (5 X 5 = 25 Marks)**

Answer **ALL** Questions.

11. a) Explain the basic economic problem.  
(Or)  
b) Enumerate the scope of managerial economics.
12. a) Indicate the significance of elasticity of demand.

(Or)

13. a) Discuss the determinants of supply.  
(Or)  
b) Describe assumptions and advantages of break even analysis.
14. a) Write a note on cost – output relationship.  
(Or)  
b) Explain about internal economies of scale.
15. a) Write a short note on market forms.  
(Or)  
b) Explain the features of monopolistic competition.

**SECTION - C (3 X10 = 30 Marks)**

Answer **ANY THREE** Questions.

16. Explain the objectives of the firm in managerial economics.
17. Explain the various types of demand.
18. Describe the elasticity of supply and its measurement.
19. Illustrate the Law of returns to scale.
20. Explain the various types of cost.

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