

Register Number :

Name of the Candidate :

6 7 3 0

**B.B.A. (Computer Applications)
DEGREE EXAMINATION, 2008**

(FIRST YEAR)

(PART - III)

(PAPER - II)

540. MANAGERIAL ECONOMICS

December]

[Time : 3 Hours

Maximum : 100 Marks

PART - A (10 × 2 = 20)

Answer any TEN questions.

All questions carry equal marks.

1. What is 'managerial economics' ?
2. What is 'forward planning' ?
3. What is 'demand forecasting' ?
4. What are 'producers goods' ?
5. What is 'production function' ?

Turn over

6. Define 'marginal cost'.
7. What is market ?
8. What is 'full-cost pricing' ?
9. What is 'profit' ?
10. What is meant by 'business cycle' ?
11. What is 'industry demand' ?
12. What is 'opportunity cost' ?

PART - B (4 × 10 = 40)

*Answer any FOUR questions.
All questions carry equal marks.*

13. Describe any four functions of managerial economist.
14. State the significance of demand analysis to the managerial economist.
15. Explain the 'cost output relationship' in the short run.
16. How is price determined under 'monopoly' ? Explain.

17. Explain dynamic theory of profit.
18. What do you understand by 'National income'?

PART - C (2 × 20 = 40)

*Answer any TWO questions.
All questions carry equal marks.*

19. Describe the fundamental nature of managerial economics.
20. Briefly explain any four methods of 'demand forecasting'.
21. Describe the phases of business cycle.
22. Explain the different methods of measuring National income.