



Reg. No. : .....

Name : .....

**Fourth Semester B.B.A.LL.B. (Five Year Integrated) Degree**  
**Examination, March 2019**  
**Paper – I : MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 80

**PART – A**

Answer **any five** of the following. **Each** answer should **not** exceed **50** words.  
**Each** question carries **2** marks.

1. What do you mean by law of demand ?
2. What do you mean by decision making ?
3. What is fixed cost ?
4. What is oligopoly ?
5. What is product line pricing ?
6. What do you mean by penetration price ?
7. What is sunk cost ?

**(5×2=10 Marks)**

**PART – B**

Answer **any four** of the following. **Each** answer should **not** exceed **120** words.  
**Each** question carries **4** marks.

8. Briefly explain the nature and characteristics of Managerial Economics.
9. Briefly explain gross and net profit.
10. What is price elasticity of demand ?
11. Briefly explain the types of isoquants.
12. Briefly explain the features of oligopoly.

**(4×4=16 Marks)**

P.T.O.



## PART - C

Answer **any four** of the following. **Each** question carries **6** marks.

13. Explain the concept of cost.
14. Briefly explain the factors governing pricing decision.
15. Explain the factors affecting elasticity of demand.
16. What is a market ? Explain the classification of market structure.
17. Differentiate shortrun cost and longrun cost.
18. Briefly explain the types of decision making. **(4×6=24 Marks)**

## PART - D

Answer **any three** of the following. **Each** carries **10** marks.

19. Define business cycle. Briefly explain the meaning phases of business cycle.
20. What do you mean by monopolistic competition ? Explain the features of monopolistic competition.
21. Explain the methods of demand forecasting.
22. Explain the scope of managerial economics.
23. Explain the reasons for the downward sloping of demand curve. **(3×10=30 Marks)**

## PART - B

Answer any four of the following. Each answer should not exceed 120 words. Each question carries 4 marks.

8. Briefly explain the nature and characteristics of Managerial Economics.

9. Briefly explain gross and net profit.

10. What is price elasticity of demand ?

11. Briefly explain the types of isopoints.

12. Briefly explain the features of oligopoly.

(4×4=16 Marks)

P.T.O.