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Reg. No. : ....

Name : ....

Fourth Semester B.B.A. LL.B. (Five Year Integrated) Degree Examination, March 2026

Paper I – MANAGERIAL ECONOMICS

(2013 Admission Onwards)

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. Define scarcity definition of economics.
2. What is long term Demand forecasting?
3. What is infinitely elastic?
4. What is unitary elastic?
5. What is demand analysis?
6. What is Advertisement Elasticity of Demand?
7. What are Industry demand and company demand?

(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. What are the importance of managerial Economics?
9. Explain the different types of Income Elasticity of Demand.
10. What are the assumptions of Law of Demand?
11. What are the tools and techniques for demand estimation?
12. What are the different types of survey method?

(4 × 4 = 16 Marks)

P.T.O.

PART – C

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

13. What are the Exceptions to the Law of Demand?
14. List out the six approaches for forecasting the demand for new products.
15. Explain law of returns to scale.
16. What is an isoquant curve?
17. Explain diminishing returns to scale.
18. What are the factors affecting demand forecasting?

(4 × 6 = 24 Marks)

PART – D

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

19. Explain the determinants of elasticity.
20. What are the various methods used for the measurements of elasticity of demand?
21. What are the factors causing economies of scale?
22. Explain the criteria for a good forecasting method.
23. Discuss the principles of Managerial Economics.

(3 × 10 = 30 Marks)