Reg. No. : ....

Name : ....

Fourth Semester B.B.A.LL.B. (Five year Integrated) Degree Examination, March 2025

Paper I : MANAGERIAL ECONOMICS

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define wealth definition of economics.

2. What is Demand?

3. What is Short term Demand forecasting?

4. What is perfect elastic demand?

5. What is Cross Elasticity of Demand?

6. What is Unit elasticity of demand?

7. What are Direct and Derived demand?

(5 × 2 = 10 Marks)

SECTION – B

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

8. Explain law of demand.

9. List out the various determinants of advertisement elasticity.

10. What are the steps in demand estimation?

11. Explain the Levels of Demand forecasting.

12. What are the Objectives of managerial Economics?

(4 × 4 = 16 Marks)

SECTION – C

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

13. Why does demand curve slopes downward?

14. What are the different types of price elasticity of demand?

15. What are the techniques used for long term forecasting?

16. Explain the law of variable proportions.

17. What are the causes of increasing returns to scale?

18. What are the assumptions based on production function?

(4 × 6 = 24 Marks)

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SECTION – D

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

19. Explain the important areas of decision making.

20. Discuss the Baumols' Model of Sales Revenue Maximization and its assumptions.

21. Elucidate the Importance of Elasticity.

22. Explain determinants of supply.

23. Discuss the concept of Revenue.

(3 × 10 = 30 Marks)

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