

**DISTANCE EDUCATION**  
**B.B.A (CS) Degree Examination**  
**December 2019**  
**Managerial Economics**  
**(From 2005 to 2018 calendar year)**

**Time: Three hours**

**Maximum: 100 marks**

**Part – A (5X8=40 marks)**  
**Answer any five questions**

1. Explain the concept Equi- marginalism.
2. Discuss the objectives of business firms.
3. Explain the different types of demand.
4. Bring out the significance of ordinal utility analysis.
5. What are the factors which influence demand for a commodity?
6. State the uses of production function in decision – making.
7. Highlight the limitations of division of labour.
8. Explain in detail the features of perfect competition.

**Part – B (4X15=60 marks)**  
**Answer any four questions**

9. Explain the nature and scope of managerial economics.
10. State the importance of opportunity cost and explain how it is used in business decision.
11. Explain the different types of elasticity of demand.
12. State the various factors which determine demand.
13. What is meant by Break-even point? State its assumption.
14. Analyse the features of monopolistic competition.
15. Discuss the factors involved in pricing policy.