Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code : 17BB2004** |  | **Duration :** | **3hrs** |
| **Sub.Name : MANAGERIAL ECONOMICS** |  | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Define cost. Explain the cost classifications in detail. | CO4 | 20 |
| (OR) | | | | |
| 2. |  | Define Managerial economics. Explain the relationship of managerial economics and microeconomics. | CO1 | 20 |
|  | |  |  | |
| 3. |  | Explain clearly the Law of diminishing marginal utility. | CO5 | 20 |
| (OR) | | | | |
| 4. |  | Illustrate Price and Income elasticity of demand. | CO2 | 20 |
|  | |  | | |
| 5. |  | Explain the assumptions of break-even analysis. How do you determine break-even point? | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Define utility. Explain the concept of utility and the types of utility. | CO3 | 20 |
|  | |  | | |
| 7. |  | Define monopoly. Discuss the features of monopoly. | CO4 | 20 |
| (OR) | | | | |
| 8. |  | Explain the concept of demand forecasting. Differentiate between short-term and long-term forecasting. | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Define supply. Explain supply schedule and supply curve. Differentiate between demand schedule and supply schedule. | CO2 | 20 |