Reg No:..... K24FY1406
Name :.....

First Semester FYUGP Management Studies Examination NOVEMBER 2024 (2024 Admission onwards) KU1DSCBBA101 (MANAGERIAL ECONOMICS)

(DATE OF EXAM: 4-12-2024)

Time : 120 min Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. What is the nature of managerial economics? 3
2. Explain the interdisciplinary nature of managerial economics 3
3. Define return in the business 3
4. What are the key determinants of demand? 3
5. Define of supply. 3
6. Explain the concept of cross elasticity of demand. 3
7. What are the factors of production? 3
8. What is the role of technology in production? 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Discuss the scope of managerial economics in decision-making. 6
10. What are the key phases of the business cycle? Briefly explain. 6
11. Explain how firms use the concept of marginalism to maximize profit. 6
12. What are the exceptions of law of demand? 6
13. What are the assumptions of law of demand? 6
14. Explain different types of supply curve and supply schedule. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Evaluate different factors affecting pricing policies. 14
16. Explain the different market structures and their characteristics. 14
17. What are the different types of economies of scale? 14

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