

TB221610V

Reg. No :

Name :

BMS DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022
(2022 Admissions (regular) 2021 Admissions (Improvement / Supplementary), 2020, 2019, 2018, Admissions
Supplementary)

SEMESTER I - CORE COURSE (INTERNATIONAL BUSINESS)
MS1B04B18 - MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks **(10x2=20)**

1. Managerial economics is considered as economics applied to “_____” or “_____” by the firms.
2. Explain demand analysis and forecasting.
3. Define Income elasticity of demand.
4. Explain complementary goods with an example.
5. Identify the core reason for inverse relationship between quantity and price in Law of Demand.
6. What do you mean by consumption?
7. Define consumer behaviour.
8. Elucidate the application of producer's equilibrium in a practical scenario.
9. Explain briefly what are fixed costs.
10. List any of the two features of oligopoly.
11. List any two features of Monopoly.
12. Share your thoughts on imperfect competition.

Part B

II. Answer any Six questions. Each question carries 5 marks **(6x5=30)**

13. Share the different categories of economics.
14. Interpret how are Micro, Macro and Managerial Economics is related to one another as subject matter.
15. Explain the law of Supply using Supply Curve and Schedule.
16. Create a table listing the differences between Individual and Market Supply.
17. Interpret the concept of Surplus or Excess Supply.
18. State Gosen's First and Second Law.
19. Explain Market Equilibrium.
20. Price Discrimination is rampant in any kind of economy. Analyse how the study of price discrimination help in better managing the economic activity.
21. Interpret the phrase - Short run equilibrium with profits.

Part C

III. Answer any Two questions. Each question carries 15 marks **(2x15=30)**

22. Illustrate and breakdown on the circular flow of economic activity.
23. Develop the importance and necessity of Theory of Consumer Behaviour.

24. Enumerate the Importance of Consumption. Also, illustrate the consumption pattern.
25. Explain in detail the need for technology organisations and business to hire Business Economists. State the various aspects that Economists bring to a business strategy.