

QP CODE: 19101341

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, MAY 2019

Fourth Semester

Bachelor of Business Administration

Core Course - BA4CRT17 - MANAGERIAL ECONOMICS

2017 Admission onwards

F6AEF6B5

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.
Each question carries **2** marks.

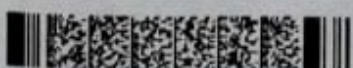
1. Define managerial economics.
2. What is macro economics?
3. List out the uses of Business cycle.
4. What is monetary policy?
5. What do you mean by fiscal policy?
6. What do you mean by perishable goods?
7. What do you mean by arc elasticity method?
8. What is perfectly inelastic demand?
9. What do you mean by marginal product?
10. What is internal economies of scale?
11. State the different classifications of markets.
12. What do you mean by oligopoly?

(10×2=20)

Part B

Answer any **six** questions.
Each question carries **5** marks.

13. Distinguish between managerial economics and pure economics.
14. Write a short note on the phase of depression.
15. What are the features of capitalism?





16. Briefly explain the function of RBI.
17. What are the assumptions and exceptions of law of diminishing marginal utility ?
18. Explain the concept of consumer surplus.
19. Briefly explain the problems faced by the firms in pricing a new product.
20. Distinguish between price leadership and price discrimination.
21. Distinguish between perfect competition and monopolistic competition.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Discuss the scope of Managerial Economics.
23. Describe the causes and control of inflation.
24. State and illustrate the law of demand. Give assumptions and importance.
25. Explain various pricing policies.

(2×15=30)

