



QP CODE: 23106040

Reg No :

Name :

**BBA DEGREE (CBCS) IMPROVEMENT / REAPPEARANCE EXAMINATIONS,
MARCH 2023
Fourth Semester**

Bachelor of Business Administration

CORE COURSE - BA4CRT17 - MANAGERIAL ECONOMICS

2017 Admission Onwards

F9E62CFA

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is micro economics?
2. Give any two difference between business economics and pure economics.
3. Briefly analyse the phase of depression.
4. List out the uses of Business cycle.
5. What do you mean by fiscal policy?
6. What is autonomous demand?
7. What do you mean by consumer surplus?
8. What is income elasticity of demand?
9. State the law of diminishing marginal returns.
10. Explain iso cost curves or lines with the help of a diagram.
11. State the different classifications of markets.
12. Define monopolistic competition. State it's features.

(10×2=20)





Part B

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

13. Briefly analyse the significance of business economics.
14. Bring out the main causes of inflation.
15. Narrate the agency services performed by the commercial bank.
16. What do you mean by monopoly of note issue of a central bank?
17. Explain the significance of law of diminishing marginal utility.
18. Write down the determinants of price elasticity of demand.
19. Give your views on economies of scale.
20. Briefly explain price discrimination.
21. Discuss the features of monopoly.

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

22. Describe the scope of Managerial Economics.
23. Discuss the various instruments of monetary policy.
24. Analyse the law of demand and examine its exception.
25. Elucidate the pricing policies used for pricing a new product.

(2×15=30)

