

QP CODE: 20100801



Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, MARCH 2020

Fourth Semester

Bachelor of Business Administration

Core Course - BA4CRT17 - MANAGERIAL ECONOMICS

2017 Admission onwards

7E02C4DB

Time: 3 Hours

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. RBI act as a Leander of last resort. Comment.
4. What is OMO?
5. Mention any two objectives of the fiscal policy.
6. What is market demand?
7. What is law of demand?
8. What do you mean by unit elasticity of demand?
9. Define production function.
10. Mention different types of price leadership.
11. State four features of perfectly competitive market.
12. What do you mean by kinked demand curve?

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. Briefly analyse the significance of business economics.
14. Write a short note on the phase of depression.
15. Write out the advantage and disadvantage of socialism.





16. Describe the fiscal measures to control inflation.
17. Briefly explain the different forms of utility.
18. Discuss consumer surplus under utility analysis.
19. Define Iso quants. What are it's properties?
20. What do you know about skimming pricing policy?
21. Explain different types of market classifications.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Discuss the application of economic theories in decision making.
23. Enumerate various phase of Business cycles. Explain it's major causes.
24. Define elasticity of demand. Explain it's various classifications.
25. Analyse the important pricing policies used by the managerial economist in an organisation.

(2×15=30)

