



21102781

QP CODE: 21102781

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) EXAMINATIONS, OCTOBER 2021**

**Fourth Semester**

Bachelor of Business Administration

**Core Course - BA4CRT17 - MANAGERIAL ECONOMICS**

2019 Admission only

CED3DF54

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Give any four features of managerial economics.
2. Give any two difference between business economics and pure economics
3. What do you mean by trough?
4. List out any two merits of socialism.
5. What do you mean by scheduled banks?
6. Differentiate between industry demand and company demand.
7. Give the two importance of law of demand.
8. What do you mean by natural utility?
9. Explain iso quants with the help of a diagram.
10. State types of price discrimination.
11. State the different classifications of markets.
12. What do you mean by kinked demand curve?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Write a short note on the scope of managerial economics.
14. Write a short note on the uses of business cycle.
15. Give the function of a central bank as 1) Custodian of exchange reserves. 2) Banker to the government.
16. Write a short note on bank rate and open market operations.
17. Explain the concept of consumer surplus.
18. Describe income elasticity of demand. State the managerial uses of elasticity of demand.
19. Discuss the laws of returns to scale.
20. Describe internal economies and external economies of scale.
21. Briefly explain the features of perfect competition.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Define Managerial Economics and analyse the significance of business Economics.
23. Explain the objectives and various methods of fiscal policy.
24. State and illustrate various degrees of price elasticities.
25. Explain the suitable pricing policies for pricing a new product.

(2×15=30)

