



QP CODE: 24020615



24020615

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR EXAMINATIONS, APRIL 2024

Fourth Semester

Bachelor of Business Administration

Core Course - BA4CRT17 - MANAGERIAL ECONOMICS

2017 Admission Onwards

61A369CC

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. Mention the causes of Business cycle.
4. RBI act as a Leander of last resort. Comment.
5. What do you mean by fiscal policy?
6. What is law of demand?
7. What do you mean by utility?
8. What is price elasticity of demand?
9. State your views on internal economies of scale.
10. What is price discrimination?
11. State the different classifications of markets.
12. State the features of perfectly competitive market.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write a short note on uses of managerial economics.





14. Enumerate the features of business cycle.
15. List out the merits and demerits of mixed economy.
16. Mention the various causes of inflation.
17. Discuss consumer surplus under utility analysis.
18. Explain the methods to measure price elasticity of demand.
19. Discuss the laws of returns to scale.
20. What do you know about skimming pricing policy?
21. Define monopoly. Describe the features of monopoly.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the scope of Managerial Economics.
23. Discuss the various instruments of monetary policy.
24. Define demand . Explain different types of demand.
25. Elucidate the pricing policies used for pricing a new product.

(2×15=30)

