



23123480

QP CODE: 23123480

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR EXAMINATIONS, MAY 2023

Fourth Semester

Bachelor of Business Administration

CORE COURSE - BA4CRT17 - MANAGERIAL ECONOMICS

2021 Admission Only

E136186D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What do you know about business economics? Give its importance.
2. What is macro economics?
3. Write a short note on recession.
4. Mention the causes of Business cycle.
5. Define inflation.
6. What is the meaning of demand?
7. What is marginal utility?
8. What do you mean by consumer surplus?
9. State any two assumptions of production function.
10. Mention different types of price leadership.
11. State the features of perfectly competitive market.
12. What is monopoly?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Distinguish between managerial economics and pure economics.
14. Discuss the features of mixed economy.
15. What do you mean by monopoly of note issue of a central bank?
16. Briefly explain the instrument of monetary policy.
17. Find out the reasons behind the downward Sloping of demand curve.
18. Define price elasticity of demand. How can you measure the price elasticity?
19. Describe internal economies and external economies of scale.
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. Describe the functions of Commercial Banks.
24. Discuss various types of elasticities of demand . Explain it's managerial uses.
25. Explain various pricing policies.

(2×15=30)

