PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2017
(Second Semester)

Branch - **BUSINESS ADMINISTRATION**

MANAGERIAL ECONOMICS

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   Define Managerial Economics.
2   What is Opportunity cost?
3   Explain ISO-Quant curve.
4   Define Production.
5   What is Future cost?
6   Define price Discrimination.
7   Differentiate between wealth and Income.
8   What is per capita income?
9   What do you mean by stagflation?
10   Define the term monetary policy.

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a Indicate the scope of Managerial Economics.
                         OR
    b Why does the demand curve slope downwards?

12 a What are the causes for diminishing return to scale?
                         OR
    b Explain short run and long run costs.

13 a Distinguish between long period market and short period marker.
                         OR
    b State the factors that influence the price of a commodity.

14 a What are conceptual difficulties in the measurement of national income?
                         OR
    b   What are the uses of national income statistics?

15 a What are the social consequences of inflation?
                         OR
    b What are the objectives of fiscal policy?

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 1 0 = 30)

16   Discuss the role of managerial economist.

17   Explain economics of scale and different types of economics with
       illustrations.

18   Analyse the features of Monopolistic competiton.

19   What are the difficulties in the computation of national income?

20   "Monetary and Fiscal policies are complementary" discuss.

                    Z-Z-Z   END