

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BBA DEGREE EXAMINATION MAY 2023  
(Second Semester)

Branch – BUSINESS ADMINISTRATION

**MANAGERIAL ECONOMICS**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Managerial Economics is \_\_\_\_\_.  
(i) Dealing only micro aspects (ii) Only a normative science  
(iii) Deals with practical aspects (iv) All of the above
2. Psychological pricing is also called as \_\_\_\_\_.  
(i) Penetration pricing (ii) Skimming pricing  
(iii) Odd pricing (iv) None of these
3. \_\_\_\_\_ is the base of marketing planning.  
(i) Demand Estimation (ii) Demand Analysis  
(iii) Demand Function (iv) Demand Forecasting
4. The architect of the theory of monopolistic competition \_\_\_\_\_.  
(i) Rosenstein Roden (ii) Chamberlin  
(iii) Karl Marx (iv) JR Hicks
5. In \_\_\_\_\_ pricing fixed cost are exclude.  
(i) Marginal cost pricing (ii) Going rate pricing  
(iii) Administered pricing (iv) Skimming Pricing

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Explain the Importance of Managerial Economics.  
OR  
b. Bring out the Components of sustainable business.
7. a. Describe the Elasticity of Demand.  
OR  
b. Explain the Law of Supply.
8. a. Bring out the Law of variables proportions.  
OR  
b. Explain about Break Even Analysis.
9. a. Describe the characteristics market structure.  
OR  
b. Compare Skimming pricing and Penetration Pricing.
10. a. Bring out the Objectives of Monetary policies.  
OR  
b. Narrate the Methods of measurement.

Cont...

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

11.a. Discuss about Nature and Scope of Managerial Economics.

OR

b. Enumerate the features of IKS in relation to Sustainable business.

12.a. Examine the Demand forecasting.

OR

b. Summarise the Elasticity of Supply.

13.a. Point out the Cost Output Relationships.

OR

b. Differentiate Economies and Diseconomies of scale.

14.a. Enumerate the Monopolistic Competition.

OR

b. Discuss the various Methods of Pricing.

15.a. Examine the Measures to correct disequilibrium.

OR

b. Classify the factors determining National Income.

Z-Z-Z

END