PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Second Semester)

Branch – **BUSINESS ADMINISTRATION**

MANAGERIAL ECONOMICS

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer **ALL** questions

ALL questions carry **EQUAL** marks   (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is defined as the study of the aggregate economy studied as a whole? (a) Mathematical economics (b) Econometrics (c) Macroeconomics (d) Microeconomics	K1	CO1
	2	When the economics is neutral between ends is said by_____. (a) Adam smith (b) Lionel robins (c) Alfred marshall (d) Samuelson	K2	CO1
2	3	When demand for the product increase in same proportion in which has increases, income elasticity of demand will be equal to _____. (a) Zero (b) Delta (c) Infinity (d) Unity	K1	CO2
	4	The cross elasticity of demand for complementary goods are _____. (a) Positive (b) Negative (c) Zero (d) Unity	K2	CO2
3	5	What is the basic concept of cost concept? (a) Cost ascertainment (b) Tax compliance (c) Financial audit (d) Profit analysis	K1	CO3
	6	The Cobb-Duglas production function shows_____. (a) Constant returns to scale (b) Increasing returns to scale (c) Diminishing returns to scale (d) Medium returns to scale	K2	CO3
4	7	Which of the following is a practical method of pricing? (a) Average cost pricing (b) Markup pricing (c) Skimming pricing (d) Peak load pricing	K1	CO4
	8	Type of market structure represented by the constant returns to scale technology includes: (a) Monopolistic competition (b) Oligopoly (c) Duopoly (d) Perfect competition	K2	CO4
5	9	Inflation is just because it _____. (a) Helps the producers (b) Increase unemployment (c) Increase economic inequalities (d) Goes on gathering momentum	K1	CO5
	10	Real national income denotes_____. (a) National income at constant prices (b) Per capita income (c) National income at current prices (d) Net factor income	K2	CO5

SECTION - B (35 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	What is the importance of Economics?	K1	CO1
		(OR)		
	11.b.	Narrate the features of Sustainable business.		
2	12.a.	Identify the factors influence elasticity of demand.	K3	CO2
		(OR)		
	12.b.	Describe the concept of 'law of supply'.		
3	13.a.	Summarize the law of variable proportions.	K2	CO3
		(OR)		
	13.b.	Explain the techniques of Cost control.		
4	14.a.	Distinguish between Monopoly and Oligopoly.	K4	CO4
		(OR)		
	14.b.	Analyze the different pricing methods in public utilities.		
5	15.a.	Categorize the phases of Business cycle.	K4	CO5
		(OR)		
	15.b.	Discover the factors determining National income.		

SECTION -C (30 Marks)
Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks   (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the scope of Managerial economics.	K2	CO1
2	17	Identify and explain how you can find out the elasticity of supply at a point on the supply curve.	K3	CO2
3	18	Point out the different classifications of economies of scale.	K2	CO3
4	19	Examine the characteristics of Market structure.	K4	CO4
5	20	List out the measures to control inflation.	K4	CO5