

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2018
(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 (10 x 2 = 20)

- 1 Define Managerial Economics .
- 2 What do you mean by Demand?
- 3 Write the Meaning of production function.
- 4 What are the cost concepts?
- 5 Define Monopoly.
- 6 What do you mean by Pricing?
- 7 Define National Income.
- 8 Sate the meaning of Capital market.
- 9 Define Inflation.
- 10 Write the Meaning of Monetary policy.

SECTION-B (25 Marks!)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Write the nature and scope of managerial economies.
OR
b What are the factors determining the Demand?
- 12 a Explain the Expansion path of production function.
OR
b State the various types of cost output relationship.
- 13 a State the characteristics of perfect completion.
OR
b Rewrite the methods of pricing.
- 14 a Describe the concepts of National income.
OR
b Illustrate the Demand and Supply of money.
- 15 a Elucidate the causes and types of Inflation.
OR
b What is B usiness cycle? Explain the phases of Business cycle.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Illustrate Types of price Elasticity of Demand with suitable diagram.
- 17 Enumerate the Cobb-Douglas production function.
- 18 What is pricing? Examine the various price and output relationship in monopoly competition.
- 19 Distinguish between money market and capital market.
- 20 Elaborate the types and measurement of Inflation.