

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BBA DEGREE EXAMINATION MAY 2022  
(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. The word economics originates from ..... word.  
a) English b) Spanish c) Greek d) Latin
2. The word "Demand" in economic sense means.....  
a) Need b) desire c) ability d) desire backed by purchasing power
3. Market structure can be classified on the basis of  
a) Area b) time c) regulation d) all the above
4. Balance of payments is a \_\_\_\_\_ concept as compared to balance of trade.  
a) Broader b) Similar c) Narrower d) None of the above
5. The total value of goods produced and services provided in a country during one year is.....  
a) Net national product b) Gross domestic product c) Gross National product  
d) Value added method

SECTION – B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. State the nature of Managerial Economics.  
OR  
b. Describe the importance of macroeconomics.
- 7.a. State the law of demand.  
OR  
b. Explain the relationship between Marginal cost (MC) and Average cost (AC).
- 8.a. Narrate the features of Monopoly.  
OR  
b. State the price and output determination under perfect competition.

Cont...

9.a. State the scope of Macroeconomics.

OR

b. Bring out the objectives of Fiscal policies.

10.a. Explain the phases of business cycle.

OR

b. What are the Causes of Inflation?

30

**SECTION – B (12 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

5 x 6 = 30 Marks

11.a. Elucidate the scope of business economics.

OR

b. Discuss the role of managerial economist in business decision making.

12.a. Enumerate the price elasticity of demand.

OR

b. Elucidate the various types of internal and external economies of scale.

13.a. Discuss the characteristics of market.

OR

b. Classify the various methods of pricing.

14.a. Enumerate the methods to correct disequilibrium in balance of payments.

OR

b. Elucidate the instruments of monetary policy.

15.a. Discuss the methods of measuring national income.

OR

b. Outline the measures for controlling inflation with diagram.

Z-Z-Z

END