Reg. No.				

G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI - 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE	
I	PART - III	ELECTIVE GENERIC - 1	U23BB1A1	MANAGERIAL ECONOMICS	

Date & Session: 14.11.2024 / FN Time: 3 hours Maximum: 75 Marks Outcome Bloom's Course K-level Q. $\underline{SECTION - A (10 X 1 = 10 Marks)}$ No. **Answer ALL Questions.** CO1 Economics is a. **K**1 1. a) positive science b) normative science c) Both d) none of these. CO1 K2 2. Microeconomics is concerned with. a) The economy as a whole b) Different sectors of an economy c) The study of individual economic units behaviour d) The interactions within the entire economy CO₂ K1 3. Law of Demand establishes. a) inverse relationship between price and quantity b) Positive relationship between price and quantity c) Both a and b d) none of these. K2 CO₂ 4. Increase in demand is shown by. a) Movement along the same demand curve b) Shifts of the demand curve c) The highest point on the demand curve d) Lowest point on the demand curve CO3 **K**1 5. Production refers to a) destruction of utility b) creation of utility c) exchange value d) none of these CO3 K2 The functional relationship between input and output is known as 6. a) Production function b) supply function d) Returns to scale c) laws of return CO4 K1 7. When price rises, quantity supplied. a) Expands b) Falls c) Increases d) Unchanged CO4 K2 8. Price discriminate on is possible. a) only under monopoly market b) under any market form c) only under perfect competition d) none of these is absence of competition. CO₅ **K**1 9. a) Monopolistic b) monopoly c) Oligopoly d) Duopoly CO₅ K2 Under perfect competition, the demand curve is. 10. a) Upward sloping b) horizontal c) downward sloping d) vertical

Course Outcome	Bloom's K-level	Q. No.	$\frac{\text{SECTION} - B \text{ (5 X 5 = 25 Marks)}}{\text{Answer } \underline{\text{ALL }} \text{Questions choosing either (a) or (b)}}$
CO1	КЗ	11a.	Explain the term and scope of Managerial Economics. (OR)
CO1	КЗ	11b.	Mention the objectives of Modern Business Firm.
CO2	КЗ	12a.	Why does the Demand curve slope downwards? (OR)
CO2	КЗ	12b.	State the factors influencing Elasticity of Demand.
CO3	K4	13a.	State the kinds of factors of Production. (OR)
CO3	K4	13b.	Explain the concept of Short run average cost curve.
CO4	K4	14a.	Mention the objectives of Pricing. (OR)
CO4	K4	14b.	Write down the meaning of Price discrimination.
CO5	K5	15a.	Describe the features of Perfect Competition. (OR)
CO5	K5	15b.	Bring out the features of Oligopoly.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	КЗ	16a.	Differentiate between Business economics and Managerial economics. (OR)
CO1	КЗ	16b.	Explain the importance of Managerial Economics for Management.
CO2	K4	17a.	Draft the Law of Demand Curve. (OR)
CO2	K4	17b.	Explain the classification of Forecasting method.
CO3	K4	18a.	Discuss the COBB DUGGLAS Production function. (OR)
CO3	K4	18b.	Describe the Cost Classification.
CO4	K5	19a.	Explain the various types of Pricing methods. (OR)
CO4	K5	19b.	State the types of Price Discrimination.
CO5	K5	20a.	Mention the Classification of Market. (OR)
CO5	K5	20b.	Distinguish between Perfect competition and Monopoly.