

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2023

UBU 2501 – MANAGERIAL ECONOMICS

Date: 29-04-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Q. No Answer ALL Questions

(10 x 2 = 20 Marks)

- 1 Define Managerial Economics.
- 2 Define the term Incremental Reasoning.
- 3 List the methods for forecasting demand.
- 4 State the Law of Supply.
- 5 Distinguish between long-run and short-run production functions.
- 6 What is Monopolistic Competition?
- 7 Define GDP.
- 8 What is a Business Cycle in Economics?
- 9 Differentiate Inflation and Deflation.
- 10 What is Reverse Repo Rate?

PART – B

Answer any FOUR Questions

(4 x 10 = 40 Marks)

- 11 Explain the role and responsibilities of a Managerial Economist.
- 12 Construct the Law of Diminishing Marginal Utility.
- 13 Describe the types of elasticities in demand.
- 14 Explain the determinants of supply involved in economics.
- 15 Discuss role of Government in Market Economy.
- 16 Explain types and causes of Inflation.
- 17 Explain Fiscal policy and its impacts in Business.

PART – C

Answer any TWO Questions

(2 x 20 = 40 Marks)

- 18 Discuss the fundamental concepts involved in Managerial Economics.
- 19 Explain the different methods of Demand Forecasting.
- 20 Interpret the steps involved in different phases of Business Cycle.
- 21 Evaluate the different types of bank rate in India.
