

**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

**SECTION A - K1 (CO1)****Answer ALL the Questions****(10 x 1 = 10)****1. Define the following terms:**

- a) Opportunity Cost.
- b) Derived and Autonomous demand.
- c) Price Discrimination.
- d) Net National Product at factor cost.
- e) SLR.

**2. Fill in the blanks:**

- a) Write down the formula of Principle of Discounting -----
- b) ----- of demand refers to the ratio of % change in the quantity demanded to the % change in income.
- c)  $AR = MR$  is found in which ----- market.
- d) ----- refers to the sale and purchase of government securities by RBI in the money market.
- e) ----- describes a rise in general level of prices.

**SECTION A - K2 (CO1)****Answer ALL the Questions****(10 x 1 =****10)****3. Match the following:**

- a) Managerial Economics - Cardinal concept
- b) Utility - Normative science
- c) Monopoly - Low investment
- d) Trough Phase - One seller
- e) Fiscal policy - Change in taxation

**4. State True or False:**

- a) When Total utility is maximum Marginal utility is Zero.
- b) A consumer is in equilibrium when he maximises his utility with his given income and market price.
- c) Fixed costs cannot be changed during short term.

d)	Oligopoly is a market structure in which there are few sellers producing the output.
e)	Open Inflation arises due to imbalance in demand & supply of goods in a free market economy.
<b>SECTION B - K3 (CO2)</b>	
	<b>Answer any TWO of the following questions: (2 x 10 = 20)</b>
5.	Illustrate roles and responsibilities of a business economist.
6.	Prepare the types of Economies of scale of production.
7.	Explain the salient features of Monopolistic competition.
8.	Interpret the major instruments of Fiscal policy.
<b>SECTION C – K4 (CO3)</b>	
	<b>Answer any TWO of the following questions: (2 x 10 = 20)</b>
9.	Explain the Law of Diminishing Marginal Utility with an illustration.
10.	Analyse the various degrees of Elasticity of Supply.
11.	Examine the basic features of Perfect competition.
12.	State the tools of Monetary policy adopted by the central banker.
<b>SECTION D – K5 (CO4)</b>	
	<b>Answer any ONE of the following questions: (1 x 20 = 20)</b>
13.	Review the different techniques adopted for Demand forecasting
14.	Evaluate the different aggregates of National Income.
<b>SECTION E – K6 (CO5)</b>	
	<b>Answer any ONE of the following questions: (1 x 20 = 20)</b>
15.	Elaborate the Law of Variable proportion with the tabular and graphical presentation on the phases of production.
16.	Appraise the different phases of Business cycles.

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