



# LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

## B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2025

### UBU2MC02 – MANAGERIAL ECONOMICS



Date: 29-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

#### SECTION A - K1 & K2 (CO1)

Q.No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	Outline the nature of Managerial Economics.	
2		Highlight the Factors of Production.	
3		Define Perfect Competition.	
4		Define National Income.	
5		State Repo rate.	
6	K2	Infer the concept of Utility.	
7		Categorize the determinants of Demand.	
8		Define Pure Monopoly.	
9		Recall the formula to calculate GDP.	
10		Summarize Digital Economy Taxation.	

#### SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Examine the features of Managerial Economics.	
12		[OR]	
13		Present the measurement of Marginal Utility.	
14		Determine the types of Revenue.	
15	K4	[OR]	
16		Present the determinants of Law of Supply.	
17		Distinguish Short Run and Long Run Production Function.	
18		[OR]	
19	K5	Explain the Economies of Scale.	
20		Analyze the characteristics of Business Cycle.	
21	K6	[OR]	
22		Explain the causes of Deflation.	

#### SECTION C – K5 & K6 (CO3)

		Answer ALL the Questions	(2 x 20 = 40)
19	K5	Evaluate the steps, determinants and methods of Demand Forecasting.	
20		[OR]	
21	K6	Assess market Structure and its Types with examples.	
22		[OR]	
23	K6	Discuss the methods of estimating the National Income.	
24		[OR]	
25	K6	Elaborate in detail the causes and types of Inflation.	
26		[OR]	

\$\$\$\$\$\$\$\$\$\$\$\$\$\$