



QP CODE: 25019309



25019309

Reg No :

Name :

**BBA DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

Bachelor of Business Administration

Core Course - BA4CRT17 - MANAGERIAL ECONOMICS

2017 Admission Onwards

211F0C63

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you know about business economics? Give it's importance.
2. What is micro economics?
3. Define Business cycle.
4. Enlist any two demerits of capitalism.
5. What do you mean by bank rate?
6. What is demand analysis?
7. What do you mean by consumer surplus?
8. What is perfectly elastic demand?
9. Explain any two types of external economies of scale.
10. Narrate the reason behind for choosing skimming price policy.
11. What is market? Give it's classifications.
12. Define monopolistic competition. State it's features.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Distinguish between managerial economics and pure economics.





14. Write a short note on the uses of business cycle.
15. Bring out the main causes of inflation.
16. Give the function of a central bank as 1) Custodian of exchange reserves. 2) Banker to the government.
17. Describe the reasons behind the working of the law of demand.
18. Briefly explain the different forms of utility.
19. Explain the types of production function.
20. Explain optimum combination of inputs.
21. What is oligopoly? State its features.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe the scope of Managerial Economics.
23. Describe the functions of Commercial Banks.
24. Define elasticity of demand. Explain its various classifications.
25. Analyse the important pricing policies used by the managerial economist in an organisation.

(2×15=30)

