

Code No. : 10656 E Sub. Code : CMBA 21/
CMSL 21

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

Second Semester

Business Administration / Shipping and Logistics
Management – Core

MANAGERIAL ECONOMICS

(For those who joined in July 2021-2022)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Managerial economics is a _____
 - (a) Study of allocation of resources
 - (b) Decision making analysis
 - (c) Application of economic theories for managerial practices
 - (d) None of these

5. In case of perfect competition, no of selling firm would be _____.
 - (a) Large
 - (b) Single
 - (c) Varied but too many
 - (d) None of the above

6. Which one is not collusive oligopoly _____?
 - (a) Price leadership
 - (b) Market-sharing cartel
 - (c) Price discrimination
 - (d) Price fixing cartel

7. _____ refers to sale and purchase of securities in the money market.
 - (a) Changes in reserve ratio
 - (b) Open market operations
 - (c) Consumer credit regulation
 - (d) None

8. When prices are falling continuously, the phenomenon is called _____.
 - (a) Inflation
 - (b) Stagflation
 - (c) Deflation
 - (d) Reflation

2. Which will cause a change in the demand for commodity X _____?
 - (a) A Change in Tastes
 - (b) A Change in Income
 - (c) A Change in the Price of X
 - (d) A Change in Price of Complementary Product

3. Addition made to the total cost is meant for _____ cost.
 - (a) Total
 - (b) Average
 - (c) Marginal
 - (d) Aggregate

4. Opportunity cost of a factor of production with specific use is _____.
 - (a) Very High
 - (b) Infinite
 - (c) Zero
 - (d) Constant

9. How to calculate per capita income.
 - (a) National income / Total population
 - (b) National income / Total Employed population
 - (c) National income / Total personal Income – Commercial
 - (d) All the above

10. Business cycle also known as _____.
 - (a) Trade cycle
 - (b) Contraction
 - (c) Expansion
 - (d) Upper turning point

PART B — (5 × 5 = 25 marks)

Answer ALL questions, by choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the exceptions of law of demand.
Or
(b) List out the significance of demand forecasting.

12. (a) Enumerate the various types of cost concept.
Or
(b) Explain the cost-output relationship in the long-run.

13. (a) What are the different types of price discrimination?

Or

(b) State the features of monopoly.

14. (a) Point out the characteristics of money.

Or

(b) Write a short note on Foreign Exchange.

15. (a) Explain the various concepts of national income.

Or

(b) Write a short note on

(i) GDP

(ii) GNP

(iii) NNP

(iv) NDP

PART C — (5 × 8 = 40 marks)

Answer ALL questions, by choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Enumerate the types of elasticity of demand.

Or

(b) Explain the law of supply.

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17. (a) What are the different classification of cost?

Or

(b) Discuss the production function with two variables.

18. (a) Analyse the features of monopolistic competition.

Or

(b) Discuss about kinked demand curve with diagram.

19. (a) Explain the types of forex market.

Or

(b) Discuss the types of inflation.

20. (a) Explain the methods to measure the national income.

Or

(b) Explain the stages of the business cycle.

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