



K. Sambath

Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12 B

Coimbatore-641 043, Tamil Nadu, India

Semester -III

Continuous Internal Assessment –II OCT 2024

Class: II UG

Major: II BBA(RM)

Time: 2 Hours

Max.Marks:60

23BREC06 Managerial Economics

Course Outcomes:

CO1: Integrate the basic concepts of economics for optimal business decision

CO2: Analysis the demand and supply conditions to assess the market viability

CO3: Comprehend the effect of production, cost and Revenue on demand for casting on demand forecasting and pricing and pricing

CO4: Design competitive strategies based on the market environment, nature of products and structure of makes

CO5: Analysis real-world business problem from the economic perspective.

Part- A

Choose the correct the answer

(6X1=6)

1. Implicit cost is CO3: K4
 - a. Equal to total fixed costs
 - b. Comprised entirely of variable costs
 - b. Payments for self-employed resources
 - d. all the above
2. Variable cost are CO3:K5
 - a. sunk costs
 - b. multiplied by fixed costs
 - c. depends on level of production
 - d. none of these
3. Revenue is directly influenced by CO4:K1
 - a. price of the good
 - b. demand of the good
 - c. sales level
 - d. supply level
4. Which form of market is also known as price-maker firm CO4:K3
 - a. monopoly
 - b. oligopoly
 - d. monopolistic competition
 - d. all the above
5. Who is the chairperson of the monetary policy committee in India CO4:K5
 - a. Finance minister
 - b. prime minister
 - c. RBI governor
 - d. chief minister of state.
6. Duopoly is CO5:K4
 - a. Another name for monopoly
 - b. Special type of monopolistic competition
 - c. Two firm oligopoly
 - d. None of these

Part B

Answer ALL questions

(3 x 6 =18)

7. (a) Explain the Concept of Explicit cost and Implicit cos with Example. CO3: K4
(Or)
(b) Discuss the Law of variable proportion CO3: K4
8. (a) Explain the Average Revenue and marginal in detail. CO3: K5
(Or)
(b) Explain Economic region of production in detail CO3: K4
9. (a) Examine the concept of IS- cost line with diagram CO4: K3
(Or)
(b) Analyses How price and output determined under Monopoly competition CO5: K3

Part C

Answer ALL questions

(3 x 12 =36)

10. (a) Briefly explain the ISO-QUANT curve with properties in detail CO3: K3
(Or)
(b) What are the properties of indifference curve. CO:4 K2
11. (a) What are the classification of market in detail CO4: K3
(Or)
(b) Explain brief thee Law of variable proportion. CO4: K1
12. (a) Breify Explain the objectives of Monetary policy and Fiscal policy CO3: K3
(Or)
(b) Discuss the business cycle phases, and causes in detail. CO5: K5