



Gamballe

Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – November 2024

III Semester

Class : II UG
Major : BBA RM

Time: 3 Hours
Max. Marks: 100

23BREC06 Managerial Economics

Course Outcomes:

- CO1: Integrate the basic concepts of economics for optimal business decisions.
- CO2: Analyze the demand and supply conditions to assess the market viability
- CO3: Comprehend the effect of Production, Cost and Revenue on demand forecasting and pricing.
- CO4: Design competitive strategies based on the market environment, nature of products and structure of markets.
- CO5: Analyze real-world business problems from the economic perspective.

Part A

10x1=10

Choose the correct answer

1. The term Economics was derived from a _____ CO1 K1
 - a. Latin word
 - b. Russian word
 - c. Greek word
 - d. American word
2. _____ economics deals with uses of economics principles to the problems of business firms. CO1 K1
 - a. Managerial
 - b. Business
 - c. Normal
 - d. Micro
3. The relationship between small changes in prices and consequent changes in the amount demanded is known as _____. CO2 K2
 - a. Elasticity of demand
 - b. Demand
 - c. Cost an analysis
 - d. Pricing
4. _____ of a commodity refers to the various quantities of the commodity which a seller is willing and able to sell at different prices in a given market at a point of time, other things remaining the same. CO2 K2
 - a. Demand
 - b. Supply
 - c. Factors production
 - d. Demand schedule
5. _____ function which may be specified in mathematical or tabular form, is assumed to exist for each good or service. CO3 K3
 - a. Cost
 - b. Production
 - c. Price
 - d. Policy
6. _____ as a factors of production has a wide connotation than what is understood in ordinary language. CO3 K3
 - a. Utility
 - b. Wants
 - c. Land
 - d. Desire
7. _____ is a complex and also a complicated process, depending on so many internal and external factors. CO4 K4
 - a. Pricing
 - b. Costing
 - c. Profit
 - d. Competition
8. Full cost pricing method is also called as _____. CO4 K4
 - a. Cost plus pricing
 - b. Target pricing
 - c. Marginal pricing
 - d. Customary pricing
9. _____ is the decline of purchasing power of a given currency over time. CO5 K5
 - a. Inflation
 - b. Deflation
 - c. Supply
 - d. Money
10. A _____ is a system by which a government provides money in a country's economy. Modern monetary systems usually consist of the national treasury, the mint, the central banks and commercial banks. CO5 K5
 - a. Monetary system
 - b. Fiscal policy
 - c. Trade policy
 - d. Economic policy

Part B

5x6=30

Answer ALL questions

Each Answer should not exceed 400 words or two pages

- 11.a. Write short note on "Opportunity Cost".
(or)
11.b. What is Managerial Economics? CO1 K1
- 12.a. List out the determinants of Demand.
(or)
12.b. Point out the objectives of Demand Forecasting. CO2 K2
- 13.a. Describe Assumptions of the law of variable proportion.
(or)
13.b. Distinguish between Average revenue and marginal revenue. CO3 K3
- 14.a. Point out the objectives of business firm.
(or)
14.b. Describe the features of monopoly. CO4 K4
- 15.a. Elaborate the causes of deflation.
(or)
15.b. Explain the merits of monetary policy. CO5 K5

Part C

5x12=60

Answer ALL questions

Each Answer should not exceed 800 words or four pages

- 16.a. Explain the principles of Managerial Decisions.
(or)
16.b. Examine the Applications of Economic Theories in Managerial Decision. CO1 K1
- 17.a. Enumerate the types of Elasticity of Demand.
(or)
17.b. Explain the Factors influencing Demand Forecasting. CO2 K3
- 18.a. Discuss the limitations of law of variable proportion.
(or)
18.b. Explain the types of products. CO4 K2
- 19.a. Discuss the theory of pricing.
(or)
19.b. Discuss the classification of market. CO3 K3
- 20.a. Explain the measurement of national income.
(or)
20.b. Discuss the causes of Inflation. CO3 K3