

ANNAI VIOLET ARTS AND SCIENCE COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION

CONTINUOUS INTERNAL ASSESSMENT – II (ODD SEM.)
SUBJECT : MANAGERIAL ECONOMIC

Class : I BBA
Max.Marks : 75

Date : 07.11.22
Sub. Code:BB31A

PART A (10 × 2 = 20 Marks)
Answer any TEN questions

1. What is mean by managerial economics.
2. State the law of supply.
3. What is demand?
4. What is known as variable cost?
5. What is Break Even Point?
6. Name ant two measures of national income of a country?
7. Define utility
8. What is monopolistic competition?
9. Define oligopoly
10. What is monetary policy?
11. What do you understand by fiscal deficit?
12. What is mean by dual pricing?

PART B – (5 × 5 = 25 Marks)
Answer any FIVE questions

13. Discuss about the scope of managerial economics.
14. What are the determinants of price elasticity of demand?
15. What are the properties of indifference
16. Briefly explain about Break even analysis
17. What are the classification of markets?
18. Explain the role of commercial banks in the economic development of a country?
19. Explain a characteristics of oligopoly.

PART C – (3 × 10 = 30 Marks)
Answer ANY THREE questions

20. Discuss the nature and uses of managerial economics.
21. Explain a determinants of demand?
22. Explain a production function and importance of production function?
23. Explain a factors influencing pricing decision
24. What are the sources of monopoly? Under what conditions is a monopoly justified?