

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.

BBA END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20UBACT3006 - Managerial Economics

<b>Total Duration : 3 Hrs</b>	<b>Total Marks : 75</b>
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Define Managerial Economics. Indicate the scope of Managerial Economics.
2. Analyse the determinants of demand for a product.
3. Describe the importance of laws of returns to scale.
4. Examine the various methods of pricing.
5. What are the characteristics of monopoly?
6. Describe the importance of indifference curve with diagram.
7. What are the different types of Oligopoly?
8. Explain the short-run cost output relationship.

Section C

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Briefly state the relationship between Managerial Economics and Macro-Economics.
10. Explain the different types of elasticity of demand.
11. What is meant by Laws of variable proportion? Describe the assumptions of law of variable proportion.
12. What is Price Discrimination? Illustrate how prices are fixed under Price Discrimination?
13. Explain the price and output determination under monopolistic competition.