

**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 EXAMINATIONS NOVEMBER-2022

SEMESTER - III

20UBACT3006 - Managerial Economics

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Describe important concepts of economics.
2. Explain cost classification in detail.
3. Critically evaluate the indifference curve analysis.
4. What are the characteristics of perfect market structure?
5. Examine the law of demand and its types.
6. Explain the pricing objectives of a firm.
7. Explain monopoly with its features.
8. Differentiate internal economies and external economies.

Section B

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

9. Determine the scope and objectives of business economic in details.
10. Elucidate the various types of elasticity of demand.
11. Discriminate various stages of law of variable proportion.
12. Elaborate pricing methods.
13. Compare and contrast different types of market structure.

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