

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.

B.B.A. END SEMESTER EXAMINATIONS NOVEMBER -2023

SEMESTER - III

20UBACT3006 - Managerial Economics

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Identify the objectives of a business firm.
2. Describe the scope of Business Economics.
3. State and Explain the "Law of variable proportions".
4. Illustrate the various types of demand.
5. Explain the various types of assumptions of Law of Diminishing Marginal Utility.
6. Describe the technique of Multiple product pricing.
7. How is Price Elasticity Measured?
8. Differentiate Perfect competition and Monopolistic competition.

Section C

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

9. Explain how the Business Economics is related with other disciplines.
10. Explain the types of elasticity of demand with suitable diagram.
11. Justify Short run and long run in Production Analysis.
12. Classify different methods of pricing in Managerial Economics.
13. What is meant by Monopoly Market? How the price is determined in this market form?
