

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 - NOV'2024

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. Explain the relationship between micro, macro, and managerial economics.
2. What are the objectives of a firm, and how do they influence managerial decisions?
3. Discuss the law of demand and its determinants with examples.
4. Explain the elasticity of demand and its types.
5. Define the law of returns to scale and provide real-world examples.
6. What is the concept of economies of scale? How does it affect production costs.
7. Explain price discrimination and its different forms with examples.
8. Compare and contrast the perfect competition and monopoly market structures.

Section C

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

9. Critically analyze the nature and scope of managerial economics and its relevance to business decision-making.
10. Explain the process of demand forecasting and discuss various methods used in forecasting demand for a product.
11. Examine the law of variable proportions and the different phases of production associated with it.
12. Classify the different methods of pricing and explain how firms choose the most appropriate pricing strategy for their products.
13. Discuss the characteristics of monopolistic competition and evaluate how firms compete in such a market structure.
