



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**SECOND SEMESTER – APRIL 2022**

**UBU 2501 – MANAGERIAL ECONOMICS**

**(19 & 20 BATCHES)**

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**PART – A**

**Q. No** **Answer ALL questions** **(10 x 2 = 20 Marks)**

1. Define Oligopoly.
2. Define production function.
3. Point out any two limitations of fiscal policy.
4. Recall any four significances of Managerial Economics.
5. What is Reverse Repo?
6. What are Normal Goods?
7. Define monetary policy.
8. What do you mean by contraction of demand?
9. Write two cases where of demand curve slopes upward.
10. Write two features of monopolistic competition.

**PART – B**

**Answer any FOUR questions** **(4 x 10 = 40 Marks)**

11. Discuss the scope of managerial economics.
12. Discuss the factors that determine the demand for ice cream in the Indian market.
13. What is price discrimination? Discuss who can exercise price discrimination and in which market structure it can be exercised?
14. Discuss Gross Domestic Product and Net National Product.
15. Discuss the functions that can be performed by managerial economists under different phases of the business/trade cycle.
16. Explain the types and causes of inflation.
17. Differentiate between CLR and SLR.

**PART – C**

**Answer any TWO questions** **(2 x 20 = 40 Marks)**

18. Illustrate managerial economics with the help of an example. Write how it is different from traditional economics.
19. “The Law of Diminishing Marginal Utility helps us to understand how a consumer reaches equilibrium” – Justify.
20. Discuss various kinds of elasticity of demand.
21. Evaluate the methods of measuring national income. Which one do you like the most and why?

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