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**G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.**



**UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.**

(For those admitted in June 2023 and later)

**PROGRAMME AND BRANCH: BBA**

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
I	PART - III	ELETIVE GENERIC - 1	U23BB1A1	MANAGERIAL ECONOMICS

**Date & Session: 28.04.2025/AN**

**Time : 3 hours**

**Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	<p><b>SECTION – A (10 X 1 = 10 Marks)</b>  <b>Answer <u>ALL</u> Questions.</b></p>
CO1	K1	1.	<p>What is Managerial Economics?</p> <p>a) The study of economic policies in government  b) The application of economic theories to business decision-making  c) The study of financial accounting  d) The study of international trade policies</p>
CO1	K2	2.	<p>Which of the following is NOT a characteristic of Managerial Economics?</p> <p>a) Microeconomic in nature  b) Applied economics  c) Deals with decision-making  d) Focuses only on public sector organizations</p>
CO2	K1	3.	<p>The Law of Demand states that:</p> <p>a) As price increases, demand also increases  b) As price decreases, demand decreases  c) As price increases, demand decreases, and vice versa  d) Price has no effect on demand</p>
CO2	K2	4.	<p>What is the opportunity cost?</p> <p>a) The cost of producing one more unit of a product  b) The value of the next best alternative foregone  c) The total cost of all resources used in production  d) The fixed cost of operating a business</p>
CO3	K1	5.	<p>Which market structure has a single seller and no close substitutes for the product?</p> <p>a) Perfect competition  b) Monopoly  c) Oligopoly  d) Monopolistic competition</p>
CO3	K2	6.	<p>Marginal cost is defined as:</p> <p>a) The cost incurred on producing the first unit of output  b) The total cost divided by the number of units produced  c) The additional cost incurred in producing one more unit of output  d) The difference between total revenue and total cost</p>
CO4	K1	7.	<p>Which pricing strategy is used to enter a competitive market by setting a low initial price?</p> <p>a) Skimming pricing  b) Penetration pricing  c) Cost-plus pricing  d) Psychological pricing</p>

CO4	K2	8.	The break-even point occurs when: a) Total revenue is greater than total cost b) Total revenue is less than total cost c) Total revenue equals total cost d) Variable cost equals fixed cost
CO5	K1	9.	Price elasticity of demand measures: a) The relationship between supply and demand b) The responsiveness of quantity demanded to changes in price c) The effect of income on demand d) The difference between fixed and variable costs
CO5	K2	10.	Which of the following is a short-run production concept? a) Economies of scale b) Law of diminishing returns c) Long-run average cost curve d) Perfect competition equilibrium
<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – B (5 X 5 = 25 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K3	11a.	State the nature of managerial economics. <b>(OR)</b>
CO1	K3	11b.	Show the important concepts of economics.
CO2	K3	12a.	Explain the types of demand. <b>(OR)</b>
CO2	K3	12b.	Connote the law of demand.
CO3	K4	13a.	Discuss the law of variable proportion. <b>(OR)</b>
CO3	K4	13b.	Infer the statement 'cost output relationship short run and long run'
CO4	K4	14a.	List out the factor's general consideration of pricing. <b>(OR)</b>
CO4	K4	14b.	Enumerate the objectives of pricing.
CO5	K5	15a.	Examine the various factors influencing perfect competition. <b>(OR)</b>
CO5	K5	15b.	Explain the benefits of monopolistic competition.

<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – C (5 X 8 = 40 Marks)</b> <b>Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K3	16a.	Difference between micro economics vs Macro economics. <b>(OR)</b>
CO1	K3	16b.	Examine the scope of managerial economics.
CO2	K4	17a.	Construct the theory of consumer behaviour. <b>(OR)</b>
CO2	K4	17b.	Apply the factors influencing the demand forecasting.
CO3	K4	18a.	Describe the different cost concepts in cost analysis. <b>(OR)</b>
CO3	K4	18b.	Determine the factors of production analysis.
CO4	K5	19a.	List out the strategies followed in pricing. <b>(OR)</b>
CO4	K5	19b.	Difference between Dual pricing vs monopoly pricing.
CO5	K5	20a.	Write down the drawbacks of monopoly. <b>(OR)</b>
CO5	K5	20b.	State the difference between oligopoly vs duopoly.