Reg. No. | | | | | | | | |

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

UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.B.A.

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

Date & Session:12.11.2025/FN **Time : 3 hours** **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	Opportunity cost is also known as_____. a) Explicit cost b) Implicit cost c) Alternative cost d) Economic cost
CO1	K2	2.	The difference between total revenue and total cost is. a) Average revenue b) Marginal revenue c) Marginal cost d) Profit
CO2	K1	3.	Which one of the following is not the statistical method of demand forecasting? a) Trend projection method b) Correlation and regression method c) barometric method d) Consumer's survey method
CO2	K2	4.	Car and Petrol are. a) Complementary goods b) Substitute goods c) Supplementary goods d) Reserve goods
CO3	K1	5.	The short run analysis of production function is known as. a) Returns to scale b) Law of variable proportion c) Economies of scale d) Production possibility curve
CO3	K2	6.	The number of inputs in Cobb-Douglas production function is. a) 2 b) 3 c) 4 d) 5
CO4	K1	7.	Which one of the following is not the other name of full cost pricing? a) Cost-plus pricing b) Average cost pricing c) Mark-up pricing d) Total cost pricing
CO4	K2	8.	Fixing of high price in the initial period is known as. a) Imitative pricing b) penetration pricing c) skimming pricing d) product-line pricing
CO5	K1	9.	Duopoly means____. a) single seller b) two sellers c) many sellers d) a few sellers
CO5	K2	10.	Oligopoly means. a) a few sellers b) two sellers c) single seller d) a large number of buyers and sellers

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Briefly state the relationship between managerial economics with other disciplines. **(OR)**
CO1	K3	11b.	Describe any three fundamental concepts of managerial economics.

CO2	K3	12a.	How would you classify the types of demand?
			(OR)
CO2	K3	12b.	What are the factors influencing the elasticity of demand?
CO3	K4	13a.	Identify the different factors of production.
			(OR)
CO3	K4	13b.	Construct the cost output relationship in the short run.
CO4	K4	14a.	Analyze the factors affecting pricing policy.
			(OR)
CO4	K4	14b.	Discover the types of price discrimination.
CO5	K5	15a.	Critically evaluate the features of Oligopoly.
			(OR)
CO5	K5	15b.	Describe the composition and nature of different market forms.

Course Outcome	**Bloom's K-level**	**Q. No.**	**SECTION – C (5 X 8 = 40 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K3	16a.	Identify the scope of managerial economics.
			(OR)
CO1	K3	16b.	How would you explain about objectives of a modern firm?
CO2	K4	17a.	Why does a demand curve slope downwards?
			(OR)
CO2	K4	17b.	Draw the methods of forecasting the demand for new products.
CO3	K4	18a.	Prepare the production function with one variable input and all variable inputs.
			(OR)
CO3	K4	18b.	Organise the various types of internal economies of scale.
CO4	K5	19a.	Analyse the different methods of pricing.
			(OR)
CO4	K5	19b.	What are the conditions to be applied in price discrimination?
CO5	K5	20a.	Evaluate the conditions of perfect competition.
			(OR)
CO5	K5	20b.	Interpret the various types of monopoly.