LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

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

SECOND SEMESTER – **APRIL 2025**

UBU 2501 – MANAGERIAL ECONOMICS

Date: 25-04-2025 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

	SECTION A - K1 (CO1)
	Answer ALL the Questions **(10 x 1 = 10)**
1.	**Define the following terms:**
a)	Consumer Surplus.
b)	Perfectly Elastic Demand.
c)	Isoquant Curves.
d)	Gross National Product.
e)	Fiscal Policy.
2.	**Fill in the blanks:**
a)	'Law of variable proportions' is also known as ________________.
b)	In Imperfect competition products are __________.
c)	The total value of all final goods and services produced in a country during one year is _________.
d)	If savings exceed investment, then_____________.
e)	______is empowered to control the expansion of bank credit?
	SECTION A - K2 (CO1)
	Answer ALL the Questions **(10 x 1 = 10)**
3.	**Match the following:**
a)	Stock - Trough
b)	Indifference Curve - Limited
c)	Supply Of Land - Variable
d)	Marginal Cost - MRS
e)	Low Point - Potential Supply
4.	**State True or False:**
a)	The normal demand curve of a commodity has a positive slope.
b)	A consumer is in equilibrium when he maximizes his utility with his given income and market price.
c)	Labor is the fixed factors of production in long run.

d)	National income is estimated by Product, income, and expenditure methods.
e)	Total revenue is the total income realized from the sale of its output at a price.
SECTION B - K3 (CO2)	
	Answer any TWO of the following questions: (2 x 10 = 20)
5.	Apply the scope of managerial economics in Start-up Firms.
6.	Relate the factors that determine the demand for ice cream in the Indian market.
7.	Prepare a short note on the production function.
8.	Identify the types and causes of inflation.
SECTION C – K4 (CO3)	
	Answer any TWO of the following questions: (2 x 10 = 20)
9.	Explain the different techniques adopted for Demand forecasting
10.	Categorize the Income elasticity of demand with the help of examples.
11.	Examine the basic features of Perfect competition.
12.	Compare CRR with SLR. Point out the objectives of SLR.
SECTION D – K5 (CO4)	
	Answer any ONE of the following questions: (1 x 20 = 20)
13.	Evaluate the Law of Diminishing Marginal utility using an example.
14.	Explain the price output determination with a diagram under monopoly.
SECTION E – K6 (CO5)	
	Answer any ONE of the following questions: (1 x 20 = 20)
15.	Elaborate the methods of measuring the national income of a country.
16.	Appraise the different phases of Business cycles with an example.

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