

S.NO: 22N1-UBBA1

Course Code: AUA1

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

(BBA) Degree Examination

I Semester – November – 2022

ACI – MANAGERIAL ECONOMICS

Time: 3 hours

Maximum Marks: 75

Section –A

10X2=20

Answer **ALL** the Questions

1. Define Managerial Economics?
2. How do you measure Utility?
3. Define Opportunity Cost
4. What is Demand?
5. What is meant by Monopolistic Competition?
6. What is an Oligopoly?
7. Define National Income.
8. What is Cost Plus Pricing?
9. What do you understand by profit planning?
10. What are the types of Supply of Money?

Section –B

5X5=25

Answer **ALL** the Questions

11. a) Justify whether economics is art or science.

(or)

b) Explain the characteristics of managerial economics

12. a) What are the types of price Elasticity of Demand?

(or)

b) Why does Demand curve slope down wards?

13. a) Explain the various forms of monopoly.

(or)

b) Present the characteristics of Perfect Competition.

14. a) Explain the types of price control.

(or)

b) Explain the importance of National income.

15. a) Outline the objectives of Profit Policy.

(or)

b) Trace out the importance of public finance.

Section –C

3 X 10 = 30

Answer any **THREE** Questions

16. Elaborate the Scope of Economics.
17. What are the factors determining demand? Explain
18. Explain how firms under perfect competition attain equilibrium in short run.
19. List the way in which you can measure the National Income.
20. Explain the functions of RBI.
