

(7 pages)

Reg. No. :

Code No. : 5691

Sub. Code : WBAM 15

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

First Semester

Business Administration – Core

MANAGERIAL ECONOMICS

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. Management Economics brings together the concepts of
 - (a) Business and economics
 - (b) Micro economics and macro economics
 - (c) Resources and economics
 - (d) All the above

2. Managerial economics is a/an _____ subject.

- (a) Inter disciplinary
- (b) Multi-disciplinary
- (c) Unique
- (d) All the above

3. Discounting principle explains about the comparison of money value in

- (a) Present
- (b) Future
- (c) Both (a) and (b)
- (d) None

4. The law of demand was explained by

- (a) Adam Smith
- (b) Marshall
- (c) Keynes
- (d) None

5. If a demand curve slopes upwardly, it is called as

- (a) normal curve
- (b) exceptional curve
- (c) special curve
- (d) all the above

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6. Delphi method of demand forecasting is a
- (a) Qualitative method
 - (b) Quantitative method
 - (c) Analytical method
 - (d) None of the above
7. In law of variable proportion assumes the technology as a _____ factor.
- (a) variable (b) constant
 - (c) advanced (d) none of the above
8. The slope of Isoquant curve is
- (a) Positive (b) Negative
 - (c) Horizontal (d) None of the above
9. Law of returns to scale is related with
- (a) Short period (b) Very long period
 - (c) Long period (d) None the above
10. GNP is also called as
- (a) GDP (b) NNP
 - (c) GNI (d) NDP

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11. Under production method the national income measurement is undertaken on the basis of
- (a) Value added (b) Discounting
 - (c) Factor cost (d) All the above
12. Economic policy is typically implemented and administered by
- (a) RBI
 - (b) State Governments
 - (c) Union Government
 - (d) None of the above
13. The supply of money is determined by
- (a) Central Bank
 - (b) Commercial Banks
 - (c) All financial Institutions
 - (d) None
14. When aggregate demand surpassed available supply higher prices are the result. This is
- (a) Cost push inflation
 - (b) Demand pull inflation
 - (c) Built-ininflation
 - (d) All the above

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[P.T.O.]



15. FEMA replaced

- (a) GST (b) VAT
(c) FERA (d) All the above

PART B — (5 × 4 = 20 marks)

Answer ALL the questions by choosing either (a) or (b).

16. (a) Define and explain the concept managerial economics.

Or

(b) What is opportunity cost principle? Explain.

17. (a) State and explain the concept elasticity of demand.

Or

(b) What is demand forecasting? State its importance.

18. (a) Write the properties of Inoquants.

Or

(b) What are the features of perfect competition?

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19. (a) Explain various concepts related with National Income.

Or

(b) What is business cycle? Explain.

20. (a) Define and explain the concept money market.

Or

(b) What is fiscal policy? Explain.

PART C — (5 × 8 = 40 marks)

Answer ALL the questions by choosing either (a) or (b).

21. (a) Discuss the fundamental concepts of managerial economic.

Or

(b) Explain to differences between Micro-Economics and Macro economics.

22. (a) How price elasticity of demand is measured? Explain.

Or

(b) Explain the methods of demand forecasting consumer goods.

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23. (a) What is returns to scale? Explain it with suitable diagrams.

Or

- (b) How price is determined under monopolistic competition?

24. (a) Explain the methods of measuring national income.

Or

- (b) Explain briefly contra cyclical policy.

25. (a) How money market equilibrium is achieved?

Or

- (b) Explain the role of fiscal policy in controlling inflation.
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