

(6 pages)

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AASL 21**

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Second Semester

Business Administration/Shipping and Logistics —
Allied

MANAGERIAL ECONOMICS

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 1 = 10$ marks)

Answer ALL questions.

Choose the correct answer.

1. Wants, as opposed to demands
 - (a) depend on the price
 - (b) are the goods the consumer plans to acquire
 - (c) are the unlimited desires of the consumer
 - (d) are the goods the consumer has acquired

2. The quantity demand is
 - (a) The amount of a good that consumers plan to purchase at a particular price
 - (b) Independent of the price of the good
 - (c) Independent of consumers buying plans
 - (d) Always equal to the equilibrium quantity
3. If the price of a hot dog is \$2 and the price of a hamburger is \$4
 - (a) the money price of a hamburger is 2 hot dogs
 - (b) the money price of a hot dog is 2 hamburgers
 - (c) the relative price of a hot dog is $\frac{1}{2}$ of a hamburger
 - (d) the relative price of a hamburger is $\frac{1}{2}$ of a hot dog
4. The opportunity cost of good A in terms of good B is equal to the
 - (a) ratio of the price of good B to the price of good A
 - (b) ratio of the price of good A to the price of good B
 - (c) price of good A minus the price of good B
 - (d) price of good B minus the price of good A

5. A change in the price of a good
- (a) shifts the goods demand curve but does not cause a movement along it
 - (b) does not shift the good's demand curve but does cause a movement along it
 - (c) shifts the good's demand curve and also causes a movement along it
 - (d) neither shifts the good's demand curve nor causes a movement along it
6. Unregulated monopolies
- (a) cannot change the market quantity
 - (b) can influence the market quantity and price
 - (c) cannot incorporate
 - (d) take the market price as given
7. The price at which one can enter into a contract today to buy or sell a currency 30 days from now is called a
- (a) Reciprocal exchange rate
 - (b) Effective exchange rate
 - (c) Exchange rate option
 - (d) Forward exchange rate

8. According to the purchasing power parity theory, the value of a currency should remain constant in terms of what it can buy in different countries of
- (a) Bonds
 - (b) Stocks
 - (c) Goods
 - (d) Labor
9. The average income of a country is called
- (a) Per capital income
 - (b) Disposable income
 - (c) Inflation rate
 - (d) Real national income
10. The value of NNP at consumer point is called the
- (a) NNP at factor cost
 - (b) NNP at market price
 - (c) GNP at market price
 - (d) GNP at factor cost

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the types of demand?

Or

- (b) What is Demand Analysis and Forecasting?

12. (a) How do you perform a Cost Analysis?

Or

(b) What are the types of Cost Analysis?

13. (a) Explain in brief Price Discrimination.

Or

(b) Explain Monopoly Production.

14. (a) How does Foreign Exchange Work?

Or

(b) What are the types of Inflation?

15. (a) How do you calculate national income?

Or

(b) What is a meaning of GDP, GNP, NNP, NDP?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Explain Demand Forecasting Methods.

Or

(b) Explain the factors of Supply.

17. (a) Explain various types of cost.

Or

(b) Explain the factors of production with examples.

18. (a) What are the types of product differentiation? Explain.

Or

(b) Explain the concept of Monopolistic Competition.

19. (a) Describe the functions of money.

Or

(b) How foreign exchange market works? — Explain it.

20. (a) Explain various concept of National Income.

Or

(b) Explain the difficulties in measurement of National Income.
