

(6 pages)

Reg. No. : .....

**Code No. : 30626 E      Sub. Code : CMBA21/  
CMSL21**

B.B.A. (CBCS) DEGREE EXAMINATION,  
APRIL 2023

Second Semester

Business Administration/Shipping and Logistics  
Management – Core

MANAGERIAL ECONOMICS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following are determinants of demand for a product/service?
  - (a) Price of the product/service
  - (b) Income of the buyer
  - (c) Desire to purchase the product/service
  - (d) All of the above

2. If the price of a commodity increases, the supply for it will \_\_\_\_\_.
  - (a) decrease
  - (b) increase
  - (c) be 0
  - (d) none of the above
3. \_\_\_\_\_ cost is a cost that exists without the exchange of cash and is not recorded for accounting purpose.
  - (a) Sunk
  - (b) Marginal
  - (c) Variable
  - (d) Implicit
4. Which of the following explains the short-run production function?
  - (a) Law of Demand
  - (b) Law of Variable Proportion
  - (c) Returns to Scale
  - (d) Elasticity of Demand
5. Which of the following market types has all firms selling products so identical that buyers do not care from which firm they buy?
  - (a) perfect competition
  - (b) oligopoly
  - (c) monopolistic competition
  - (d) monopoly

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6. If the technology for producing a good enables one firm to meet the entire market demand at a lower price than two or more firms could, then that firm has \_\_\_\_\_
- (a) a legal barrier to entry
  - (b) a natural monopoly
  - (c) increasing average total costs
  - (d) patented the market
7. Floating Exchange rate is determined by \_\_\_\_\_
- (a) mutual consultations between countries
  - (b) banking systems
  - (c) market forces
  - (d) none of the above
8. Which is the most effective quantitative method to control inflation in the economy?
- (a) Credit rationing
  - (b) Selective credit control methods
  - (c) Cash reserve ratio
  - (d) Both (a) and (b)

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9. The agency estimating the National Income of India is \_\_\_\_\_
- (a) Reserve Bank of India
  - (b) Planning Commission
  - (c) Ministry of Finance
  - (d) Central Statistical Organisation
10. There is large scale of involuntary unemployment in the \_\_\_\_\_ phase of business cycle.
- (a) expansion                      (b) peak
  - (c) contraction                      (d) none of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) List out the determinants of demand.
- Or
- (b) State the significance of demand forecasting.
12. (a) Write a note on long run Cost – output relationship.
- Or
- (b) Enumerate the properties of Iso-Quants.

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13. (a) Enumerate the features of Monopoly.

Or

- (b) Write a note on Dumping.

14. (a) What is known as Exchange Rate? How it is determined?

Or

- (b) Explain the different types of inflation.

15. (a) Explain the product method of National Income measurement.

Or

- (b) Discuss the difficulties in measuring National Income.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the Law of Demand.

Or

- (b) Describe the different types of Elasticity of supply.

17. (a) Explain the Production function with one variable input.

Or

- (b) What are the benefits of large scale production? Explain.

18. (a) List out the features of Monopolistic competition.

Or

- (b) Describe the pricing methods under Oligopoly.

19. (a) Explain the different types of money.

Or

- (b) Discuss the Corrective mechanism to control inflation.

20. (a) Explain the different concepts of National Income.

Or

- (b) Describe the phases of Business Cycle.

