

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019 – 2020 and thereafter)

COURSE CODE: 19BA/AC/EA15

B.B.A DEGREE EXAMINATION DECEMBER 2020
BUSINESS ADMINISTRATION
FIRST SEMESTER

COURSE: ALLIED CORE

PAPER : ECONOMIC APPLICATIONS FOR MANAGERS

TIME : 90 MINUTES

MARKS: 50

SECTION – A

Answer all questions:

(7 x 2 = 14)

1. What is an Indifference Curve?
2. Define Producer's equilibrium.
3. Can average cost fall when Marginal Cost is rising? Justify your answer.
4. Write a short note on upward movement on the supply curve.
5. Differentiate between monopoly and monopolistic competition.
6. List out the types of Market.
7. Define Least Cost combination.

Section – B

Answer any two questions:

(2 x 8 = 16)

8. Elucidate the issues and problems in Indian Economy.
9. Describe the Law of diminishing returns to a factor with the help of a schedule.
10. Explain with the help of diagrams the effect of the following changes on the demand of a commodity:
(i) Price of complementary goods (ii) Price of substitute goods

SECTION – C

Answer any one question:

(1 x 20 = 20)

11. What is Price Discrimination in Monopoly? Explain in detail degree and forms.
12. What is Short run cost? Discuss in detail about the Total Cost, Average Cost and Marginal Cost and their relationships.
