

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

COURSE CODE: 19BA/AC/EA15

B.B.A DEGREE EXAMINATION – NOVEMBER 2021

BUSINESS ADMINISTRATION

COURSE : MAJOR – CORE

PAPER : ECONOMIC APPLICATIONS FOR MANAGERS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all the questions:

(7 x 4 = 28)

1. What do you mean by Managerial Economics?
2. Distinguish between cardinal and ordinal utility
3. Mention any four features of Oligopoly
4. What are Economies and Diseconomies of Scale?
5. Can average cost fall when marginal cost is rising? Justify your answer.
6. Explain least cost combination.
7. What is meant by Iso-Quant Curve?

SECTION – B

Answer any TWO questions:

(2 x 16 = 32)

8. (a) Explain in detail price discrimination in Monopoly? (10 Marks)
(b) Define Perfect Competition and its characteristics (6 Marks)
9. (a) Illustrate cost output relationship in the short-run with reference to AVC, AFC, ATC
And MC (10 Marks)
(b) Summarize Break even Analysis (6 Marks)
10. (a) Give the Objectives of Managerial Economics (8 Marks)
(b) What are the Scope and Role of Economics in Business (8 Marks)

SECTION – C

Answer any ONE question:

(1 x 40 = 40)

11. (a) Explain Law of Demand and its exceptions (10 Marks)
(b) Discuss Indifference curve? What are its assumptions? (10 Marks)
(c) Illustrate Price Elasticity of demand and its types with diagram? (10 Marks)
(d) Elaborate Law of diminishing marginal utility. (10 Marks)
12. (a) Define Supply and the factors affecting individual supply (10 Marks)
(b) Explain with diagram the movement and shift in supply Curves. (10 Marks)
(c) Discuss the Short run and long run production functions (10 Marks)
(d) Illustrate the three stages of law of variable proportions (10 Marks)
