

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

SUBJECT CODE: 19BA/AC/EA15

B.B.A. DEGREE EXAMINATION NOVEMBER 2022
BUSINESS ADMINISTRATION
FIRST SEMESTER

COURSE : ALLIED – CORE
PAPER : ECONOMIC APPLICATIONS FOR MANAGERS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. What do you mean by Managerial Economics?
2. Differentiate between positive and normative Economics.
3. What are Isoquants?
4. Write any two factors affecting demand.
5. Define Producer's equilibrium.
6. Mention any four features of Perfect competition.
7. Explain the law of diminishing marginal utility.
8. What is Break even analysis?
9. What are Economies and Diseconomies of Scale?
10. What is meant by price discrimination?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Explain the scope of Economics in business.
12. Why does the demand curve slopes downwards? Explain its exceptions.
13. What are Indifference curve? Explain the properties of Indifference curve with suitable diagram.
14. What are the different types of costs?
15. Explain the features of Monopoly.
16. What are the factors affecting supply?
17. Explain the relationship between average revenue and marginal revenue.

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Discuss the different types of Elasticity of Demand.
19. Explain the price and output determination under Monopolistic competition.
20. Elucidate the law of variable proportions with a suitable diagram.
21. Explain the cost output relationship in short and long run.
