STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

B.B.A DEGREE EXAMINATION, NOVEMBER 2024
BUSINESS ADMINISTRATION
FIRST SEMESTER

COURSE   :   ALLIED CORE
PAPER   :   ECONOMIC APPLICATIONS FOR MANAGERS
COURSE CODE :   23BA/AC/EA15
TIME   :   3 HOURS   MAX. MARKS: 100

Q. No.	SECTION A Answer all the questions: (5x2=10)	CO	KL
1	Why is the demand curve slope downward?	CO1	K1
2	Explain least cost combination.	CO1	K1
3	Define Marginal Rate of Substitution.	CO1	K1
4	Define monopolistic competition. Can a seller in such a market influence price?	CO1	K1
5	Define Economics.	CO1	K1
Q. No.	**SECTION B** **Answer any four questions:** (4x5=20)	**CO**	**KL**
6	Illustrate cost output relationship in the short-run with reference to AVC, AFC, ATC And MC.	CO2	K2
7	Summarize Indifference curve and its assumptions.	CO2	K2
8	Explain the characteristics of perfect competition.	CO2	K2
9	Compare Economies of Scale and Diseconomies of Scale.	CO2	K2
10	Paraphrase the Scope and role of Economics in Business.	CO2	K2
11	Interpret Law of Diminishing Marginal Utility.	CO2	K2
Q. No.	**SECTION C** **Answer the following questions (Internal Choice): (4x10 =40)**	**CO**	**KL**
12	a) Identify Law of Variable proportions and its assumptions stages. **(or)** b) Examine the Law of Equi Marginal Utility.	CO3	K3
13	a) Discuss the Short run and long run production functions. **(or)** b) Illustrate the different types of cost.	CO3	K3

14	a) Examine effect of Price of complementary goods changes on the demand of a commodity with diagram. **(or)** b) Discuss the issues and problems in economics.	CO4	K4
15	a) Analyze Kinked Demand Curve and its assumptions with diagram. **(or)** b) Examine how prices are determined under monopoly.	CO4	K4
Q. No.	**SECTION D** **Answer any two questions:** **(2x15=30)**	**CO**	**KL**
16	Determine Supply and its assumptions. Give the types of Elasticity of Supply.	CO5	K5
17	What is elasticity of demand and explain its types?	CO5	K5
18	Compare perfect and imperfect competition. How are the prices determined under imperfect competition?	CO5	K5

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