

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2016 - 2017)**

SUBJECT CODE: 16CM/AC/ME15

**B.B.A DEGREE EXAMINATION NOVEMBER 2016
BUSINESS ADMINISTRATION
FIRST SEMESTER**

**COURSE : ALLIED – CORE
PAPER : MANAGERIAL ECONOMICS
TIME : 3 HOURS**

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Define Managerial Economics.
2. Define the Law of Demand.
3. Define Substitution Effect.
4. What is Marginal rate of Substitution?
5. Define Elasticity of Demand.
6. Define Isoquant.
7. Differentiate Accounting and Economic Profit.
8. Define Monopsony.
9. What is meant by Peak load pricing?
10. What is a Public Good?

SECTION – B

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

11. Explain the role of Managerial Economists.
12. Explain the process of Decision Making.
13. Explain the properties of Indifference Curve.
14. What are the steps involved in Demand Forecasting?
15. Explain the long run cost curves.
16. Explain the characteristics of Oligopoly.
17. What is meant by Break Even Analysis? What are the uses of Break Even Analysis?

SECTION – C

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

18. Discuss the nature and scope of Managerial Economics.
19. Explain the Law of Diminishing Marginal Utility with suitable diagram.
20. Explain the role of Time Element in Price Determination.
21. Explain the lifecycle of a product. What kind of pricing strategy is adopted over the lifecycle of a product?
