

Reg. No

Name

23U144

B.A.B DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023

SEMESTER 1 : BUSINESS ANALYTICS

COURSE : 23U1CRBAB03 : MANAGERIAL ECONOMICS

(For Regular 2023 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Define closed Economy.
2. Define Demand Function.
3. Briefly comment on production function.
4. Define Engle's Law.
5. Define Micro Economics with the help of examples.
6. What is Iso quants?
7. Explain the term Complementary products with the help of examples.
8. Define the term opportunity cost.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Briefly explain roles and responsibilities of Business Economist in the Modern Business Organisation.
10. Briefly explain the equilibrium price distribution.
11. Briefly explain the law of equi marginal utility.
12. Briefly explain the characteristics of Oligopoly.
13. Define Marginal Revenue.
14. Explain with the help of an example the concept of marginal rate of substitution.
15. Briefly explain the production function.
16. Illustrate briefly with the help of an example the law of supply.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain with the help of an example the non-price determinants of demand of an organisation.
18. Explain Gossen's first law and second law.
19. Explain the methods of estimation of demand forecasting.
20. Explain the qualitative methods for the estimation of demand forecasting.
21. Explain different cost concepts.
22. What are the features of Monopoly?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Critically explain with the help of an example short run and long run equilibrium in perfect competition.
24. Describe with the help of an example the methods for estimating demand forecasting.
25. Briefly comment on features of consumption.
26. Describe with the help of an examples the types of inputs into a production function for a manufacturing or service company.

(10 x 2 = 20)