

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY)**

21UBM2A2

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : JULY -2022**

**B.B.A.
SEMESTER II**

**MAXIMUM MARKS: 70
TIME : 3 HOURS**

**PART III
BUSINESS ECONOMICS
SECTION-A (10X1=10 MARKS)**

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

1. Managerial Economics is _____.

A. Dealing only micro aspects	C. Deals with practical aspects
B. Only a normative science	D. All of the above
2. The techniques of optimization include _____.

A. Marginal analysis	C. Linear programming
B. Calculus	D All of the above
3. In economics, desire backed by purchasing power is known as _____.

A. Utility	C. Consumption
B. Demand	D. Scarcity
4. Basic assumptions of law of demand include _____.

A. Prices of other goods should change.	B. There should be substitute for the commodity.
C. The commodity should not confer any distinction.	D. The demand for the commodity should not be continuous
5. Higher the price of certain luxurious articles, higher will be the demand, this concept is Called _____.

A. Giffen effects	B. Veblen effects
C. Demonstration effects	D. Bothb&above

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

6. Define Managerial economics.
7. What is normative economics?
8. Discuss two cases of business decision making where managerial economics is used?
9. Explain opportunity cost.
10. Relate two differences between economics and managerial economics.

SECTION-B (5X4=20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

11. (a) Define the term "Demand" as used in economics.
(OR)

(b) What is utility?

(CONTD.....2)

12. (a) Describe “Law of demand”.
(OR)
(b) Explain various factors effecting supply.

13. (a) What is Market demand?
(OR)
(b) Examine the Price war.

14. (a) What is demand schedule?
(OR)
(b) Show various types of market.

15. (a) Sketch the features of ISO-Product curves.
(OR)
(b) What do you mean by extension of demand?

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS
(FROM Qn. No : 17 to 21) (K4 (Or) K5)**

16. Point out the scope of Business Economics.
17. Sketch the types of Elasticity of Demand.
18. Determine the production function.
19. Justify the degrees of price discrimination.
20. List out the kinds of Oligopoly.
21. What is meant by Say's Law?
