

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.B.A - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - III

**20UBACT3006 - Managerial Economics**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Define Nature and scope of managerial economics and important concepts of economics.
2. Explain Production and cost analysis and Describe about Factors of production.
3. Classify the methods of pricing.
4. Elucidate - Monopoly, Monopolistic, Duopoly and Oligopoly competition.
5. Describe about indifference curve analysis.
6. Classify the Law of variable proportion and Law of return to scale.
7. Describe the Pricing methods and strategies .
8. Organise a Perfect competition market.

### **Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Describe the relationship between micro, macro and managerial economics.
10. Ascertain the Meaning of Consumer surplus and Explain Inflation and Stagflation.
11. Determine Revenue curves of firms and Supply analysis.
12. Classify the Objectives and Factors for consideration of pricing.
13. Examine classification of markets.

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