Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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|  |  |  |  |
| **Code :** | **16BB2004** | Duration : | **3hrs** |
| **Sub. Name :** | **MANAGERIAL ECONOMICS** | Max. marks : | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Explain in detail the features of managerial economics and how micro economics differs from macro economics. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Explain the application of economics to business decision making. | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Explain the types and determinants of demand with real time examples. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Explain price and output determination under the conditions of imperfect competition in the short run and long run. | CO4 | 20 |
|  |  |  |  |  |
| 5. |  | Define price elasticity of demand. Give in detail the types of price elasticity of demand with suitable examples. | CO2 | 20 |
| (OR) | | | | |
| 6. |  | Explain the law of diminishing marginal with an illustration. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Explain break even analysis with suitable examples. | CO3 | 20 |
| (OR) | | | | |
| 8. |  | Explain the concepts i) supply ii) determinants of supply iii) supply schedule iv) supply curve | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | The price of oats and its demand (in kg) produced by Kellogg pvt.Ltd. in 2018 is given in the following table. Fit a linear regression line and estimate the demand for oats when price is Rs.10 per kg and Rs.40 Per kg   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Price( Rs/kg) | 18 | 20 | 25 | 30 | 32 | | Demand(in kg) | 90 | 85 | 75 | 70 | 65 | | CO2 | 20 |