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Question Paper Code : 70188

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2024.

First Semester

BA 4103 – MANAGERIAL ECONOMICS

(Common to: Master of Business Administration (Apparel Management)/Master of Business Administration (Retail Management)/Master of Business Administration (Textile Management))

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Managerial Economics?
2. Differentiate between macroeconomics and micro economics.
3. What is consumer Behavior?
4. What is Consumer equilibrium?
5. What is the meaning of factor market?
6. What are the determinants of factor price?
7. What is National income?
8. What is fiscal policy?
9. What is money market?
10. Explain inflation.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the tools of macroeconomic policy.

Or

- (b) What are the major objectives of macroeconomic policy?

12. (a) Describe the various determinants of demand in detail.

Or

(b) What are the factors influencing supply?

13. (a) List out the major characteristic features of a perfect market.

Or

(b) Explain different market structures.

14. (a) Describe the important factors determines the national income of a country.

Or

(b) Explain the concept of aggregate demand and its components.

15. (a) Discuss the impacts of inflation.

Or

(b) What is unemployment? Explain its impacts.

PART C — (1 × 15 = 15 marks)

16. (a) Explain the different approaches to the calculation of national income.

Or

(b) What is monetary policy? Elucidate the instruments of monetary policy.