

**P.G.D.M (C.S.S) EXAMINATION, NOVEMBER 2024**  
**2023 ADMISSIONS REGULAR**  
**SEMESTER III - CORE COURSE BUSINESS ANALYTICS**  
**BA3C13TM20 - Managerial Economics**

**Time : 3 Hours****Maximum Weight : 30****Part A****I. Answer any Eight questions. Each question carries 1 weight****(8x1=8)**

1. List the major players in an economy.
2. Explain demand analysis and forecasting.
3. Associate the necessity of Demand and Supply curves and schedules.
4. List the types or degrees of price elasticity of demand.
5. Interpret total utility as a concept.
6. Discuss cardinal approach.
7. Identify the need to understand variable cost under production function.
8. List any two features of perfect competition.
9. Elucidate the meaning of collusive oligopoly.
10. Share your thoughts on imperfect competition.

**Part B****II. Answer any Six questions. Each question carries 2 weight****(6x2=12)**

11. In detail, explain the Principles of how an economy works as a whole.
12. Explain the scope of Managerial Economics as a management subject.
13. Enlist the importance of studying consumer preferences as part of managerial economics.
14. Briefly explain all 3 Elasticity of Demand with its formulae.
15. State the different categories under internal and external economies of scale.
16. Explain consumption through its features.
17. Describe the characteristics of Oligopoly.
18. Share your thoughts on Imperfect Competition. State the manner in which it is different from Perfect competition.

**Part C****III. Answer any Two questions. Each question carries 5 weight****(2x5=10)**

19. Draw the flowchart that depicts the Principles of Managerial Economics and its subcomponents.
20. Evaluate the concept of Equilibrium of Demand and Supply as an economic tool to maintain market forces and smooth running economy.
21. Illustrate and explain the Law of Diminishing Marginal Utility along with its assumptions and limitations.
22. Compare and contrast on oligopoly and collusive oligopoly. Explain its features and types.