

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

First Semester MBA Degree Regular and Supplementary Examination December 2023

Course Code: 20MBA107**Course Name: BUSINESS ECONOMICS**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- | | | |
|---|---|-----|
| 1 | Micro economics and Macro economics | (2) |
| 2 | Cardinal utility and Ordinal utility | (2) |
| 3 | Economies of scale and Economies of scope | (2) |
| 4 | Monopoly and Oligopoly | (2) |
| 5 | Inflation and Deflation | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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| 6 | Define Business Economics? Show the significance of economic analysis in business decisions | (10) |
| 7 | “Sound judgement and experience of the forecaster cannot be replaced by any of the techniques of forecasting” -Discuss | (10) |
| 8 | Explain the producer’s equilibrium with the help of equal product curves | (10) |
| 9 | Compare the long run price quantity combinations in Monopolistic competitive market with that of Perfect Competition | (10) |
| 10 | What are the measures and challenges of Monetary policy | (10) |

PART C*Compulsory question carrying 20 marks*

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| 11 | You are working for a mobile manufacturer who is facing low sales in recent years. You have been asked to design a pricing strategy for such situation. What will you do? Explain in detail. | (20) |
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