

PARUL UNIVERSITY
FACULTY OF MANAGEMENT STUDIES
BBA/BBA(Hons)/Int. DBA-BBA Winter 2023 - 24 Examination

Semester:01/05
Subject Code: 06010101DS02
Subject Name: Managerial Economics

Date: (11/01/2024)
Time: 2:00pm to 4:30pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

	CO	PO	Bloom's Taxonomy
A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)			
1. The relationship between Price & Supply is	1	1	1
a) Direct Relationship c) Indirect Relationship			
b) Negative Relationship d) Inverse Relationship			
2. Which market structure is characterized by a large number of firms, homogeneous products, and easy entry and exit?	1	1	1
a) Perfect Competition c) Monopoly			
b) Oligopoly d) Monopolistic Competition			
3. What does GDP stand for?	1	1	1
a) Gross Domestic Product c) General Demand Projection			
b) Gross Development Policy d) Global Distribution of Products			
4. Complete Public Ownership is the feature of -	2	1	2
a) Planned Economy c) Free Economy			
b) Capitalist Economy d) Mixed Economy			
5. The most important factor influencing demand is -	1	1	2
a) Prices c) Structure of Population			
b) Taxes d) Government Policies			
B). Define the following. (Each of 1 mark) (05)			
1. Demand	1	1	2
2. Money	1	1	2
3. Monopoly	1	1	2
4. Consumer Surplus	1	1	2
5. Macro Economics	1	1	2
C). Direct questions. (Each of 1 mark) (05)			
1. Explain the term Gross Rent	2	1	2
2. Mention any 3 exceptions to Law of Demand	2	1	3
3. State the formula of M1	2	1	2
4. Explain the meaning of Opportunity Cost	2	1	2
5. What does increase in Supply means?	2	1	2

Q.2	Answer the following questions.				
A).	Explain the nature and scope of Managerial Economics	(07)	3	1	3
B).	Illustrate the phases (stages) of Business cycle in details	(08)	3	1	4
Q.3	Answer the following questions.				
A).	Define Oligopoly market along with its characteristics.	(07)	3	1	3
B).	Explain Law of Diminishing Marginal Utility with diagram.	(08)	3	1	5
Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)			
	1. Money has helped to remove the difficulties of the barter system. Justify the statement with the functions of money in detail.		4	1	5
	2. India is a best example of Mixed Economy. Discuss.		4	1	6
	3. When the price of the commodity increases the demand increases and vice versa. Explain with Schedule and Curve.		4	1	6
	4. Elaborate GDP, GNP and Inflation in detail.		4	1	5