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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 16 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOL | **Program:** BBA LL .B (Hons.) | |
| **Course Code : BBL3103** | **Course Name : Managerial Economics** | |
| **Semester:** I | **Max Marks:**100 | **Weightage:** 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **16** | **29** | **24** | **19** | **12** |

**Instructions:**

1. ***Read all questions carefully and answer accordingly.***
2. ***Do not write anything on the question paper other than roll number.***

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | What are the 2 branches of economics? | **2 Marks** | **R** | **CO1** |
| **2** | What is another name for opportunity cost in economics? | **2 Marks** | **R** | **CO1** |
| **3** | What do you mean by basic competitive model? | **2 Marks** | **R** | **CO1** |
| **4** | What is equilibrium? | **2 Marks** | **R** | **CO2** |
| **5** | What is the abbreviations of PES and PED? | **2 Marks** | **R** | **CO2** |
| **6** | Define Budget set. | **2 Marks** | **R** | **CO3** |
| **7** | What is Labour supply? | **2 Marks** | **R** | **CO3** |
| **8** | Name the types of market structure. | **2 Marks** | **R** | **CO4** |
| **9** | Write abbreviation of TVC, FC, AC, ATC | **2 Marks** | **R** | **CO4** |
| **10** | What is land supply? | **2 Marks** | **R** | **CO5** |

**Part B**

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| **Answer the Questions Total 80 Marks** | | | | | |
| **11.** | **a.** | What is ppc curve?  Write its properties. | **4+6=10**  **Marks** | **U** | **CO1** |
| **Or** | | | | | |
| **12.** | **a.** | Write down the benefits(merits) and demerits of international trade. | **5+5=10**  **Marks** | **U** | **CO1** |
|  |  |  |  |  |  |
| **13.** | **a.** | What is price elasticity of demand? With the help of below given diagram explain it. | **2+8=10**  **Marks** | **U** | **CO2** | |
| **Or** | | | | | |
| **14.** | **a.** | What are the properties and assumptions of IC curves. | **5+5=10**  **Marks** | **U** | **CO2** |

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| **15.** | **a.** | Explain the classification of the market structure with example? | **10**  **Marks** | **U** | **CO5** |
| **Or** | | | | | |
| **16.** | **a.** | a. What is a price ceiling, and how does it affect market equilibrium?  b. Can price ceilings lead to black markets?  c. How does rent control, as a form of price ceiling, affect the housing market? | **5+5+5=**  **15**  **Marks** | **U** | **CO5** |

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| **17.** | **a.** | The demand function for a software is Qd=3000-5P, where Qd=quantity demanded P= Price of software 1. Calculate the demand at Rs.150, 250, 325, 400 and 500 2. At what price Qd=0 3. If the seller wants to sell 2500 units, what price he should fix? | **15**  **Marks** | **A** | **CO4** |
| **Or** | | | | | |
| **18.** | **a.** | Show the following situations in your PPC:-  a. Full and efficient utilization of resources.  b. Attainable and unattainable combinations of output.  c. Growth of resources in an economy. | **5+5+5=**  **15 Marks** | **A** | **CO4** |

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| **19.** | **a.** | What do you mean by price ceiling and rationing.  Discuss the effect of these. Explain with suitable example. | **5+10=**  **15 Marks** | **U** | **CO2** |
| **Or** | | | | | |
| **20.** | **a.** | The price of a good decreases from Rs. 6 to Rs. 4 and qty. demanded increases from 10 to 15 units. Find the price elasticity. | **15 Marks** | **U** | **CO2** |

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| **21.** | **a.** | A prominent software corporation, CompuSoft, offers its operating system at a competitive price; however, it mandates that consumers acquire several of its additional software products—such as a web browser, email client, and word processor—in a bundled package with the operating system. Smaller software developers contend that this "tying arrangement" adversely affects competition.  Review the above mentioned situation and answer to the questions below.  a. What is anti-trust law?  b. How does India Deal with the Practices of Market Monopoly?  c. How might Compu Soft's practice of tying software products contravene anti-trust laws, specifically the prohibition against anti-competitive tying arrangements?  d. What detrimental effects does a tying arrangement have on competition and consumers, and in what ways could this practice restrict consumer choice or stifle innovation? | **5+5+5+5=20 Marks** | **A** | **CO3** |
| **Or** | | | | | |
| **22.** | **a.** | XYZ person provided the following information.  Calculate TFC, TVC, AC and MC. Give a graphic illustration  to explain the relationship between Output and TC.   |  |  | | --- | --- | | OUTPUT | TC (Rs.) | | 0 | 150 | | 1 | 200 | | 2 | 240 | | 3 | 270 | | 4 | 360 | | 5 | 400 | | **20 Marks** | **A** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***