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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** |
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| **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.

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| --- | --- |
| OUTPUT | TC (Rs.) |
| 0 | 150 |
| 1 | 200 |
| 2 | 240 |
| 3 | 270 |
| 4 | 360 |
| 5 | 400 |

 | **20 Marks** | **A** | **CO3** |

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