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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023**

Semester : Semester III - 2022

Course Code : BSE2021

Course Name : Sem III - BSE2021 - Managerial Economics

Program : BBA

Date : 2-NOV-2023

Time : 11:30AM - 1:00PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. Define managerial economics
(CO1) [Knowledge]
2. Describe the demand for a commodity
(CO2) [Knowledge]
3. Identify the price elasticity of demand, If price of a good rises from Rs 46 to Rs 50 per unit, the demand decreases from 30 units to 15 units
(CO2) [Knowledge]
4. State the law of supply.
(CO2) [Knowledge]
5. Define production possibility curve
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain the importance of managerial economics in business decision making.
(CO2) [Application]
7. Discuss the nature and scope of managerial economics
(CO1) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Explain the different price elasticity of demand with diagrams

(CO2) [Application]