QP CODE: D2BAN2501	**(Pages: 2)**	**Reg. No**	**:**	**...............................**
		Name	**:**	**...............................**

SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026

(Regular - 2025 Admissions)

Discipline Specific Core (DSC) Courses - Major

BAN2CJ101 : Managerial Economics

(Credits: 4)

Time: 2 Hours	**Maximum Marks: 70**

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	What is optimisation in managerial economics?	BL1	CO1
2.	List any two methods of demand forecasting.	BL1	CO2
3.	Define average variable cost.	BL1	CO4
4.	Mention the condition for the short-run equilibrium of a firm.	BL1	CO5
5.	How is managerial economics related to finance?	BL2	CO1
6.	Differentiate between competition and cooperation.	BL2	CO1
7.	List out the differences between individual demand and market demand.	BL2	CO2
8.	Define budget constraint.	BL1	CO3
9.	Identify the role of selling costs.	BL1	CO5
10.	Name two methods for measuring price elasticity.	BL1	CO2

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Explain the meaning, nature, and scope of managerial economics and its role in managerial decision-making.	BL2	CO1
12.	Explain the concepts of price ceiling and price floor. Analyse their effects on market equilibrium with suitable illustrations.	BL4	CO2
13.	Analyse how firms maximize output using the least-cost factor combination.	BL4	CO4
14.	Explain the concept of monopoly and examine its core features. **(PTO)**	BL2	CO5

15.	Describe how a firm attains long-run equilibrium under perfect competition.	BL2	CO5
16.	Discuss how different economic systems influence managerial decision-making.	BL2	CO1
17.	Discuss the difference between shifts in supply and movements along the supply curve.	BL2	CO2
18.	Examine the relationship between TR, AR, and MR.	BL4	CO4
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19.	Explain the law of diminishing marginal utility and show that the consumer reaches an equilibrium.	BL4	CO3
20.	Explain the kinked demand model. How does it illustrate price rigidity in oligopolistic markets?	BL4	CO5
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		