



MBA DEGREE EXAMINATIONS: DEC 2022

(Regulation 2020)

First Semester

INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

P20IES1102: Start Up and Business Economics

COURSE OUTCOMES

- CO1:** Explain the role of managerial economics in decision making.
- CO2:** Infer the demand and supply conditions and assess the position of a company.
- CO3:** Summarise the competitive strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- CO4:** Outline the National Income, Impact of Business cycles and the role of monetary and fiscal policy in the promoting the economic development.

Time: Three Hours

Maximum Marks: 50

PART A (1Q x 10 Marks = 10 Marks) Compulsory Case Only

- 1 Managerial Economics helps in decision making in the framework of uncertainty and scarcity of resources. Discuss the statement and elaborate with example. CO1 [K₃]

PART B (5Q x 2 Marks = 10 Marks)

- 2 What is managerial economics? CO1 [K₁]
- 3 Define demand. If the price of milk increases, what do you think what will happen to the demand of cornflakes? CO2 [K₁]
- 4 Define an isoquant. Can an isoquant be concave to the origin? CO3 [K₁]
- 5 What is a market? Define the ideal form of market. CO3 [K₁]
- 6 How many sectors will contribute to economic activity when there is no contact with any other country? Draw the diagram. CO4 [K₁]

Part – C (3Qx10 Marks =30 marks) Answer Any 3 Questions only

- 7 What is the objective of Monetary Policy? Explain the instruments of monetary policy. CO4 [K₂]
- 8 Describe the various phases of business cycle. How can a firm control the effects of business cycle? CO4 [K₂]

- 9 'A Monopolist is a price maker' in the light of this statement explain the short run price and cost decision of a monopoly firm. CO3 [K₃]
- 10 When an economy is growing at high rate resulting in employment and increase in individual's income, which type of goods are likely to face reduction in demand? Explain the limitations of demand forecasting. CO2 [K₃]
