



**MBA DEGREE EXAMINATIONS: NOV /DEC 2024**

(Regulation 2024)

First Semester

**MBA – INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT**

24IEE503: Business Economics Basics

**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:** Summarize 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: 100**

**Answer all the Questions:-**

**PART A (10Q x 2 = 20 Marks)**

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|---|-----|-------------------|
| 1. What is the use of Managerial Economics?                                     | CO1 | [K <sub>1</sub> ] |
| 2. List some other disciplines with which economics has a working relationship. | CO1 | [K <sub>1</sub> ] |
| 3. What is the law of Demand?   | CO2 | [K <sub>1</sub> ] |
| 4. What do you understand by elasticity of demand?                              | CO2 | [K <sub>2</sub> ] |
| 5. Name a famous economist you know and their area of work.                     | CO3 | [K <sub>1</sub> ] |
| 6. What are the two major types of cost?  | CO3 | [K <sub>1</sub> ] |
| 7. What is diseconomies of scale.   | CO3 | [K <sub>1</sub> ] |
| 8. What is a perfect market?  | CO4 | [K <sub>2</sub> ] |
| 9. How is NDP Calculated?   | CO4 | [K <sub>3</sub> ] |
| 10. Define Unemployment?  | CO1 | [K <sub>1</sub> ] |

**Answer any FIVE Questions: -**

**PART B (5Qx 16 = 80 Marks)**

- |     |  |     |                   |
|-----|--|-----|-------------------|
| 11. | What do you understand by the 4 sector model of an economy? Explain.               | CO1 | [K <sub>2</sub> ] |
| 12. | Explain externalities with real life examples.                                     | CO2 | [K <sub>2</sub> ] |
| 13. | Explain in detail the law of demand and law of supply with diagrams.               | CO3 | [K <sub>2</sub> ] |
| 14. | What are the different phases in an economic cycle? Explain.                       | CO4 | [K <sub>2</sub> ] |
| 15. | Explain in detail the method to calculate the Per Capita Income of India from GDP. | CO1 | [K <sub>2</sub> ] |
| 16. | Explain in detail the method to calculate the National Income of India from GDP.   | CO3 | [K <sub>2</sub> ] |

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