Reg. No. : ☐☐☐☐ 1 ☐☐☐☐☐☐☐

Question Paper Code : 15151

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2016.

First Semester

BA 9202/10488 MB 103/UBA 9102/BA 912 — ECONOMIC ANALYSIS FOR BUSINESS

(Regulations 2009/2010)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1.   What is 'microeconomics'?

2.   What is 'foreign exchange rate'?

3.   State the meaning of consumer equilibrium.

4.   State the importance of economies of scale.

5.   Write a note on 'Factor Market'.

6.   Give a brief account on competitive equilibrium.

7.   Define 'Multiplier'.

8.   What does fiscal policy denote?

9.   State Okun's Law.

10. Define money multiplier.

PART B — (5 × 16 = 80 marks)

11. (a)   Explain production possibility frontier. State the importance of PPF.

Or

     (b)   How do markets solve the three economic problems? Explain with suitable examples.

12. (a) Explain how elasticity of demand analysis is useful for business decision.

Or

(b) Elucidate production and cost in the short run.

13. (a) Elucidate the different types of market structure and their features.

Or

(b) "Demand for labour reflects marginal productivity" — Discuss.

14. (a) What are the components of national income? Explain any two components in brief.

Or

(b) Critically examine macro economic aggregate and the performance of economy.

15. (a) Critically evaluate the impact of unemployment.

Or

(b) Enumerate and explain the impact of monetary policy on business.

———————

15151