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Question Paper Code : X 85160

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020

First Semester

BA 5101 – ECONOMIC ANALYSIS FOR BUSINESS

(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is economic efficiency ?
2. State the causes of negative externalities.
3. What is marginal cost ?
4. Explain the law of diminishing marginal utility.
5. What are the features of an oligopolistics market ?
6. What is a product market ?
7. What is GDP ?
8. Explain the macroeconomic equilibrium.
9. What is deflation ?
10. Write a brief note on Okun's Law.

PART – B

(5×13=65 Marks)

11. a) Why is economic growth and stability essential for a country ? What are the various ways in which these can be promoted ?

(OR)

- b) What is a production possibility frontier ? When and for what purposes can it be used ? Explain with examples.



12. a) Define demand. What are the determinants of demand ? How do these factors impact on demand ?

(OR)

- b) i) Explain economies and diseconomies of scale. (8)
ii) What are the factors that enable the survival of a small scale firm ? (5)

13. a) i) Differentiate between a perfect and imperfect market. Does a perfect market exist ? (8)
ii) What are the various economic costs of imperfect competition ? (5)

(OR)

- b) How is factor price determined ? Explain.

14. a) What is aggregate demand and aggregate supply ? Critically examine their impact on the macro economic equilibrium.

(OR)

- b) What are the various methods that can be used to calculate the national income of a country ? Explain.

15. a) Discuss in detail the role of monetary policy.

(OR)

- b) Is inflation beneficial to the economy of a nation ? Discuss.

PART – C

(1×15=15 Marks)

16. a) Critically examine the fiscal policy of our country.

(OR)

- b) You have been recruited as the Marketing Head of a FMCG company that has a Rs. 6,000 crore turnover. The company plans to diversify into the hair oil segment. You have been given the responsibility to forecast the demand of the product. What methods would you deploy ? What are the factors that you would consider in determining the demand ?
