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**DHANALAKSHMI SRINIVASAN COLLEGE  
OF ARTS & SCIENCE FOR WOMEN  
(AUTONOMOUS)**

(For Candidates admitted from 2020 - 2021 onwards)



**UG DEGREE EXAMINATIONS APRIL - 2021**

**BBA - AVIATION MANAGEMENT**

**ECONOMICS FOR EXECUTIVES**

**Time: 3 Hrs**

**Max.Marks: 75**

**PART - A**

**CHOOSE THE CORRECT ANSWER**

**(10X1=10)**

1. The subject of economics is
  - a) A natural science
  - b) A social science
  - c) A political Science
  - d) A physical Science.
2. Organizational efficiency does not include
  - a) administrative efficiency
  - b) entrepreneurial efficiency
  - c) Managerial efficiency
  - d) technical efficiency
3. What would be the value of elasticity of demand, if the demand for the good is perfectly inelastic?
  - a) 0
  - b) 1
  - c) infinity
  - d) less than Zero
4. The demand for necessities is usually
  - a) highly elastic
  - b) highly inelastic
  - c) unit elasticity
  - d) relatively inelastic.
5. When a firm's average revenue is equal to its average cost, it gets \_\_\_\_\_.
  - a) Super profit
  - b) Normal profit
  - c) Sub normal profit
  - d) None of the above
6. Under \_\_\_\_\_, price is determined by the interaction of total demand and total supply in the market.
  - a) Perfect competition
  - b) Monopoly
  - c) Imperfect competition
  - d) All of the above
7. Whose name is associated with the "Uncertainty-bearing theory of profit"?
  - a) J. Schumpeter
  - b) F.H. Knight
  - c) J.B. Clark
  - d) F.W. Watker
8. The minimum wage is an example of
  - a) Price floor
  - b) Price ceiling
  - c) Equilibrium wage
  - d) Efficiency of labour
9. MRTP Act was enacted in
  - a) 1979
  - b) 1969
  - c) 1996
  - d) 1972
10. In India, the Public Sector is most dominant in
  - a) Transport
  - b) steel production
  - c) Commercial banking
  - d) organized term lending financial institutions.

**PART - B**

**ANSWER ALL THE QUESTIONS**

**(5X7=35)**

11. a) Explain the objectives of business firms?

**(OR)**

b) Enumerate the profit maximization objective of a firm?

12. a) Elucidate the demand analysis with its importance.

**(OR)**

b) Brief out the law of demand with graphical sketch.

13. a) Evaluate the characteristics of perfect competition

**(OR)**

b) Assess the pricing under Monopoly market structure.

14. a) Enumerate the factors influencing wage determination.

**(OR)**

b) Give short notes on Marginal productivity theory.

15. a) Enumerate MRTTP act and its features.

**(OR)**

b) Evaluate the government measures to control monopoly in India

**PART - C**

**ANSWER ANY THREE QUESTIONS**

**(3X10=30)**

16. Critically analyse the types of social responsibilities of a firm.

17. Demonstrate the price elasticity of demand in detail.

18. Elucidate the pricing under monopolistic competition.

19. Enumerate the Dynamic theory of profit

20. Explain the performances of public enterprises in India.