

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA / MBA(IB) (2012 & Onward) (Sem.-1)

MANAGERIAL ECONOMICS

Subject Code : MB-105

Paper ID : [C0105]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. Define law of equi marginal utility.
2. Law of demand.
3. Compare long run and short run cost curves.
4. Write a note on business cycle.
5. Write notes on :
 - a) Phillips curve
 - b) Inflation
6. Discuss in detail the Nash equilibrium.

SECTION-B

UNIT-I

7. What is indifference curve analysis? Write a note on consumer equilibrium.
8. Discuss the law of diminishing marginal utility and its implications.

UNIT-II

9. Elaborate the concept demand elasticities. Examine the role played by demand elasticity in managerial decision making.
10. Discuss various techniques of demand forecasting and their applicability.

UNIT-III

11. What do you mean by perfect competition? How price output decisions are undertaken under it?
12. What do you mean by product differentiation in monopolistic competition? Discuss pricing output decision in this form of competition.

UNIT-IV

13. How is national income measured? Discuss the conceptual framework of triple identity.
14. Elaborate the concept of inflation.

SECTION-C

15. Case Study :

ABC Ltd is a company engaged in production of agro products. It has not been receiving enough orders at its present price which is higher than peers, this has created production capacity under-utilisation. You are employed as an economic analyst with this firm. Discuss the economies and diseconomies of scale that may arise to show the future path that ABC Ltd should adopt.

Question :

1. Discuss the case as if you are moving towards perfect market competition.