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Total No. of Pages: 02

Total No. of Questions: 15

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

MANAGERIAL ECONOMICS

M Code: 49005

Subject Code: MBA-105

Paper ID: [C0105]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A contains SIX questions carrying FIVE marks each and students have 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 students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY carrying EIGHT marks.

SECTION A

1. Explain the concept of “Opportunity cost principle.”
2. Discuss the various assumptions of Consumer’s equilibrium under utility analysis.
3. Discuss the degree of Price elasticity of demand.
4. What are the three stages of production in the short run?
5. Distinguish between perfect competition and monopoly.
6. Tell the monetary methods to control inflation.

SECTION B

UNIT-I

7. “Managerial economics is the integration of Economic theory with Managerial practice for the purpose of facilitating decision making.” Explain.
8. State and explain the principle of Equi-Marginal Principle.

UNIT-II

9. “The amount demanded increases with a fall in price and diminishes with a rise in the price.” Discuss.
10. Explain the techniques of Demand Estimation.

UNIT-III

11. How price and output of a commodity are determined under monopoly?
12. Discuss the principles of economics which help in effective managerial decision making.

UNIT-IV

13. What is meant by trade cycle? Explain its different phases with suitable examples.
14. What do you understand by National income? How it can be measured?

SECTION C

15. Imagine yourself as a CEO of a global software company like Microsoft. How will you decide your Price Policy?