

Roll No.

56002

**MBA 2 Year 1st Semester (N.S.
2011-12) Examination-
December, 2011**

Managerial Economics

Paper MBA-102

Time : 3 hours

Max. Marks : 80

Important Note : "Where there is no provision of internal assessment marks, the marks obtained by the candidates will be increased proportionately (if required) as per actual maximum marks given in the syllabus."

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt **four** questions from 'Section B', selecting at least **one** question from each Unit. 'Section A' containing short questions, is compulsory.


SECTION - A

1. Briefly explain the following :

- (a) Consumer's equilibrium with the help of Law of Diminishing Marginal Utility.
- (b) Price effect in case of a giffen good.
- (c) Decreasing returns to scale.
- (d) Relationship between Fixed cost and Marginal cost.
- (e) Features of Monopolistic competition.
- (f) When is price discrimination profitable ?
- (g) Objectives of a business firm.
- (h) Peak Local pricing.

SECTION - B

UNIT - I

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2. Explain consumer's equilibrium with the help of indifference curve analysis.
 3. Explain the need for demand estimation. Describe the techniques of estimation of demand.

UNIT - II

4. Explain the short run cost curves along with their relationship.
5. Explain the various types of economics of scale.

UNIT - III

6. Explain the equilibrium of a firm under Monopoly in the short run and long run.

7. Differentiate between perfect competition and oligopoly.

UNIT - IV

8. Explain the price output and advertising decision in sales maximization objective of a firm.
9. Explain the various pricing strategies adopted by business firm.
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