Roll No. ....

12602

MBA 2 Yr. 1st Semester (CBCS) 2019-20 New Scheme Examination – February, 2022

MANAGERIAL ECONOMICS

Paper : 19IMG21C2

Time : Three Hours]　　　　　　[Maximum Marks : 80

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 examination.

Note : This paper consists of *two* sections (Section **A** and **B**). Section **A** is *compulsory* and carrying questions of *two* marks each while Section **B** consists of eight question of *sixteen* marks each. The students shall be required to attempt *four* questions from section **B** selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short notes on the following :　　8 × 2 = 16

   (a) Indifference curve technique

   (b) Demand estimation and forecasting

   (c) Engineering cost curve

   (d) Advertising and price-output decisions

   (e) Product differentiation

   (f) Pricing of public utilities

   (g) Risk analysis

   (h) Business cycles

SECTION – B

UNIT – I

2. Discuss nature and scope of managerial economics. Explain the nature of marginal analysis.　16

3. Explain types of elasticity of demand briefly with examples. Also discuss the relationship between price elasticity and marginal revenue. **16**

UNIT – II

4. Write short notes on the following : **16**

    (a) Baumol's sales maximization model.

    (b) Optimal input combination.

5. Explain the law of variable proportions. Discuss various stages of this law with the help of table and diagram. **16**

UNIT – III

6. Explain with the help of appropriate diagram, the price-output decision in multi-plant and multi-product firms. **16**

7. Discuss general pricing strategies and special pricing techniques. **16**

UNIT – IV

8. Explain the factors affecting the locational choice of a firm. **16**

9. Discuss various methods of computing national income and narrate the practical difficulties in the estimation of national income. **16**

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