

M.B.A. 2 Year, 1st Semester (CBCS)
2019-2020 (New Scheme)
Examination, November-2023
MANAGERIAL ECONOMICS
Paper-19IMG21C2

Time allowed : 3 hours]

[Maximum marks : 80

Note: Attempt five questions in all including Question No.1 which is compulsory. Select one question from each unit. All questions carry equal marks.

1. Explain the following: $8 \times 2 = 16$

- (a) Demand Schedule
- (b) Income Effect
- (c) Market Structures
- (d) Shut down points
- (e) Penetration Pricing
- (f) Economies of Scope
- (g) Differentiate business risk and finance risk.
- (h) What is value added in National Income?

Unit-I

2. Discuss the nature and scope of Managerial economics. What is the role of economics in the management of a business organization? 16

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3. What is Price Elasticity of Demand and what are the methods to measure it? How management uses the elasticity of demand? 16

Unit-II

4. Describe the law of variable proportions and discuss the stage in which a rational producer will operate. Also explain how law of variable proportions differs from the law of returns to scale. 16
5. Does Baumol's theory of sales maximization is superior to the conventional theory? Explain on the basis of profit maximization. 16

Unit-III

6. What are the types of General and Special Pricing Strategies? Discuss in detail. 16
7. (a) What is transfer pricing and its importance? Why does the need for transfer pricing arises? 10
- (b) Explain the different types of Dumping. 6

Unit - IV

8. Describe the different methods to evaluate the Investment and capital replacement decisions. 16
9. Explain the following:
- (a) Risk Analysis 6
 - (b) Locational Choice 5
 - (c) Business Cycle 5

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