

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA/MBA(IB) (2015 to 2019) (Sem.-1)

MANAGERIAL ECONOMICS

Subject Code : MBA-105

M.Code : 49005

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. SECTION-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 consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Define Opportunity Cost Principle.
2. What is the concept of cross elasticity of demand?
3. Compare and contrast giffen goods and normal goods.
4. Write a note on indifference curve analysis.
5. Discuss the linkages demand and pull inflation.
6. Discuss in detail the working of prisoners dilemma.

SECTION-B

UNIT-I

7. What is managerial economics? What other disciplines are related to it?
8. Discuss the assumptions and properties of indifference curves.

UNIT-II

9. Elaborate the concept and use of law of demand. Examine the role played by demand function in managerial decision making.
10. Discuss various methods of demand forecasting and their applications.

UNIT-III

11. Why long run average cost curve is known as envelope curve? Elaborate.
12. What do you mean by market structure? Discuss cost leadership in oligopoly.

UNIT-IV

13. What do you understand by National Income? Discuss the conceptual framework of its measures.
14. Elaborate the concept of multiplier.

SECTION-C

15. Case Study :

ABC Ltd. is a company engaged in telecom. It had been receiving super-normal profits due to lax competition in recent past. But sudden growth of new firms competing with it is changing the market structure with aggressive pricing. It has employed you as an economic analyst.

Question:

Discuss possible scenarios and how its future pricing decision should be taken.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.