Master of Business Administration (Sem. – 1)
MANAGERIAL ECONOMICS
Subject Code: MBA-102-18
M Code: 75403
Date of Examination : 28-01-23

Time: 3 Hrs.   **Max. Marks: 60**

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL 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 TWELVE marks.**

SECTION-A

1.   **Write briefly:**

   a.   Income Elasticity

   b.   Demand Forecasting

   c.   Commodity Pricing

   d.   Production Function

   e.   Average Revenue

   f.   Perfect Competition

   g.   Rent

   h.   Budget Multiplier

SECTION-B

UNIT-I

2.   What is Elasticity of Demand? Explain different Methods of delimitation of Elasticity of Demand.

3.   Explain Income Effect and Substitution Effect in case of Indifference Analysis.

UNIT-II

4. What is Long Run Production Function? How Iso quants are used in case of determination of Producer Equilibrium?

5. Explain different types of Revenue Curves? Elaborate the relationship between Average Revenue and Marginal Revenue.

UNIT-III

6. What do you mean by Monopolistic Competition? Explain price and output determination in case of Monopolistic Competition.

7. How Commodity Price is determined? Explain different strategies of pricing.

UNIT-IV

8. What is National Income? Explain different problems in determination of National Income.

9. What is Trade Cycle? Explain different Theories of Trade Cycle.

SECTION-C

10. **Case study :**

    a. You are working for Coca Cola as Marketing Head. The company is planning to float a new drink which is white in colour. What lessons from the concept of elasticity can you draw while fixing the price of this new drink?

    b. The demand for apples in a small town was 200 kg when the price was Rs.20 per kg. It is expanded to 250 kg when the price was reduced to Rs.18 per kg. What is the elasticity of demand for apples in the town?

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